

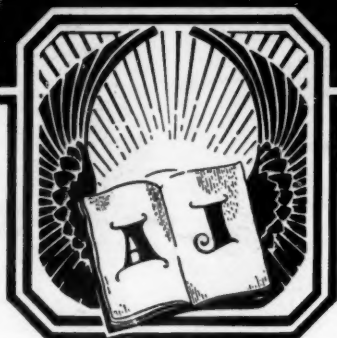
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# *The* AUTHOR & JOURNALIST

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SEPT.



1937

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## The Burning Question for Writers

By HENRY A. McCOMAS

## Key to the Treasurer's Office

By GERALD W. YOUNG

## Continuity in Color

By BOB MALEY

## Ten Commandments For Poets

By EUNICE MITCHEL LEHMER

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## Checks and Rejections

Letters to the Editor—Comment from  
Writers—Editors—Readers

### BONUS STORIES

The following from the Dell Publishing Company contains a good suggestion—and we like the idea. If other editors have stories they'd like to have writers read as models of what they're looking for, we'll gladly call attention to them.

Editor The Author and Journalist:

In the October issues of *Western Romances* and *All Western*, we are awarding a special bonus to two of our authors who have written what we consider unusual stories. These prizes are being given to John Colohan for his good plotting and characterizations in "Gold for a Gunman," and to L. L. Foreman for "No Lone Departure," which unlike most Western love stories is based on a real love problem rather than a fast-action plot with the romance playing a minor part.

I am writing to you about this because I think your readers, who are trying to hit our market, will benefit by reading these particular stories to see just what we want in our magazines.

Very truly yours,

ARTHUR LAWSON,  
Editor.

### WRITERS UNION DEFENDS FREE PRESENTATION PLAN

Editor The Author and Journalist:

We feel that the objections to our Free Presentation Plan for manuscripts, voiced by the four letters in your July issue, arise through misunderstanding of our aims or of the actual working of the Plan.

The ballot accompanying our "Plan letter" contains the following summary:

"I AGREE that under the present system of sending a manuscript to but one publisher at a time, valuable time is lost and the result is a mode of presentation unfair to author and publisher alike.

"I AGREE, as an author, that it is my right to send a manuscript simultaneously to as many publishers as may be interested, giving each "first look"; that the system working successfully today with movie scripts should be adapted to fit the magazine and book fields with the provision that the author or his agent can send copy to one publisher or a dozen, according to his own judgment."

This seems clear enough to us. If an author objects to extra typing expense and postage there is no force in this world compelling him to use the Plan.

Our Plan Letter was carefully written and revised for clarity. To the correspondent who ended his letter with the plaintive query, "What is it going to get you?" we say—"Read our Plan Letter! If you don't see what it's going to get you, read it again."

Then there are the authors who approve of the Plan but are in mortal fear of offending editors. They also miss the point. What the American Writers Union expects from publishers is neither altruism nor antagonism—rather a measure of that "enlightened selfishness" which is being drummed into the ears of American business on all sides by the progressive forces of the country.

As for the objection that the Plan would mean "having too much of your stuff around"—we are sure that editors will agree with us: if your stuff is good the more of it that hits the editor's desk the better. For example, the top notchers in the pulp field, writing under a dozen different pseudonyms, have never been afraid of having too much stuff in circulation at one time providing it is up to standard quality.

Then there is the vague objection that "it would not be playing fair with editors." Well, let's get down to brass tacks—what's unfair about it? In Hollywood a script writer is considered unfair by the movie companies if he does NOT present his work to all of them at the same time. On the other hand, in the book and magazine field, the single presentation system now in practice amounts to the author giving the editor a free option on a piece of work for as long as the editor wishes to hold it. This is unfair both to the author and to other editors. The American Writers Union has taken the initiative in establishing a new precedent designed to insure fairness all around.

Last, objections to the Plan on the grounds that "there is no short cut to selling manuscripts" remind us that there was no quick way of combing the seeds out of cotton until Eli Whitney worked out his cotton gin.

Yours very truly,

Organization Committee, American Writers Union.  
WILLIAM LINDSAY GRESHAM,  
Chairman.

Published Monthly at 1837 Champa Street, Denver, Colorado. Founded, 1916. Willard E. Hawkins, Editor; John T. Bartlett, Business Manager. Associate editors: John T. Bartlett, Harry Adler, David Raffelock, Frank Clay Cross. Entered as second-class matter April 21, 1916, at the Post Office at Denver, Colorado, under the act of March 3, 1879. All rights reserved. Subscription rates: \$2 per year, in advance; Canadian subscription, \$2.25; Foreign, \$2.50. Single copies, 20 cents. Advertising rates furnished on request.

# THE AUTHOR & JOURNALIST

VOL. XXII. NO. 9

SEPTEMBER  
1937

## THE BURNING QUESTION FOR WRITERS

... By HENRY A. MCCOMAS



Henry A. McComas

"It must be pretty nice to be an author," says the editor in one of his more hair-letting-down moments. "All you do is write what I tell you is the sort of story I want, and you live where you darn please, work when you choose, and enjoy your odd moments cashing the checks that I or-

der sent to you each payday."

"Say, those editors have the pipe cinch," says the author in one of his plot-barren moods. "All they do is sit in a swivel chair and read stories and pick what happens to strike their fancy, and dictate letters about my yarn hasn't got enough action or love or something in it—and they get their pay checks every week, egad!"

The odd part of it is that they are both right. I know, for I happen to have been on both sides of the fence for quite a while—though I must admit that I have been on the editorial side for far more time than I have been on the author side. In any case, I know enough about each to be able to understand both thoroughly. And I must say right now, speaking from the vantage point of a sideline seat where I have been temporarily plumped down by the vagaries of my internal machinery, that the fundamental forces that make for ceaseless change are working both editor and author to a point where

Shortly after graduating from the University of Virginia, in 1925, Mr. McComas stepped into the editorship of the various Clayton magazines, *Ace-High*, *Cowboy Stories*, *Western Adventures*, *Ace-High Novels*, *Rapid-Fire Western*, etc. Subsequent editorial connections have been with William Godwin, Inc., *Arcadia House*, *Gold Seal Detective*, *Western Trails*, and *Detective Fiction Weekly*. There are few writers in the pulp field who have not sold to him or received helpful suggestions through submitting work to him.

they face a problem that they can not easily solve separately.

In a word, it is the problem of a more exacting public.

Yes, the public can be damned and you can get away with it for awhile. The public can also be pleased—the public is constantly being pleased in new ways—and you are going to walk at the tail end of the procession, rather than ride on the band wagon, if you don't keep up with what is going on. This is a trite truism that concerns both author and editor. The application of this principle today, however, is not so trite. And the burden of doing about it whatever will be deemed best is going to fall more heavily on the author than the editor. The latter can change his requirements overnight. But the former cannot change his skill except by tedious but thoughtful application—work! Of course, in the last analysis, those magazines succeed best in which there is close cooperation between editor and authors. But authors can depend upon it that an editor will work most closely with those authors who show the best promise. He must.

For a moment, let's look somewhat closely at the editorial side of the picture; then you will have a better understanding of your whole problem as an author, and will be better able to cope with its ramifications when he'll break loose. For it looks as if it'll break.

This whole question does not apply so much to the slicks. They have a constant problem of huge dimensions, and are always at some cross-roads or another. Rather, we shall be more con-

cerned with the pulps. They concern a far vaster army of writers, at that.

When I first became an editor, in the winter of 1925-26, we had the mostest fun. There was plenty of room for the magazines then being published. As a matter of fact, there was so much room that each company decided to double, then treble, the number of its titles. The radio was just beginning to be called radio instead of wireless. We had movies, but "talkie" was merely Chinese dialect. And for several years, we lived and worked in the dawn of a new era, and the sky was the limit only because we didn't feel like boasting too much. This was the time when the editorial problem was that of getting enough new writers started in the game in order to fill the maw that emptied into the roaring gluttons called presses. Slowly but constantly increasing word rates turned the trick. That, and the fact that many an author learned how to double or treble his output. William Wallace Cook was not the only one by far who wrote 30,000 words a week—and sold them! Ten to fifteen thousand dollars a year was ordinary. Our friend H. Bedford-Jones once admitted, I think, earning \$70,000. This was no fluke. It was simply a new big business.

In those days, a majority of the pulps sold for 20 cents a copy. Remember this figure. Remember also that a monthly net circulation of 100,000 for such a magazine at that price per copy meant a yearly profit to the publisher of \$50,000. Remember that figure also. And you might just as well, while you are at it, keep in mind that such a circulation figure was small potatoes—U. S. Grade 10-B. And many magazines were published twice a month, some every two weeks, others weekly. It was all in the spirit of good, clean business fun. Some publishers built financial reserves, because they were like that. Others figured that there was no end to this, so why be like that?

Then came the sunset of this gay day, followed by the long twilight. And through the night the magazine traffic slowly wound its way by the pale light of persistence. Publishers asked editors what was the matter with their magazines. Editors asked authors why they had fallen down on the last dozen yarns. And authors kept on writing; and found that, although they could not sell as much as formerly or make the same rates for their work, there was still a wide market of sorts, and that what one jittery editor turned down today, another would buy tomorrow. It wasn't as much fun, but they could still eat occasionally.

The editorial problem was simple. Their readers were being thrown out of work each week by the thousands. Where once 20 cents was the price of a few nights reading, it was

now two loaves of bread. So, one after another the magazines slowly but surely reduced the price per copy, and 10 cents became the usual selling price.

Now, more magazines are published and sold for 10 cents per copy than were ever published before at 20 cents. And more of them are monthlies or bi-monthlies. And word rates are lower than they have been for years. And the number of magazines on the stands is increasing faster than was the case during the Trebling Twenties.

And today a 10-cent pulp has to sell about 90,000 copies to break even.

And as I write this, here is the burning question of today:

*What if the price of paper should go up appreciably?*

The answer is:

*The best authors will be paid higher rates for their work, in the hope that better stories will justify getting an increased price per copy from Johnny Q Public.*

Will you be ready to turn out material that will qualify? The answer to this one must be written by you in blood and sweat.

I think that I can help you to write your answer. Without intending to boast, I can say that I have helped many an author so far and I hope to help many another sooner or later. But first let us look at another angle that ties into this one we have been developing, for the answer is the same to both.

While the pulps have been coming of age and going through their baptism of fire, the radio has broken a winged horse to bridle and saddle, and the movies have kindled and nursed pillars of fire from every mountain top. And Johnny Q and Jennie L have been weaned away from Horatio Alger and the Bobsey Twins. Oh, it is true that the large difference in their heroes and heroines today is a matter of dress, of treatment, of emphasis on the old basic appeals. But that, by the way, is the essential difference between all forms of writing, whether present-day slick or pulp, or Homer's yarns, or Dickens' pot-boilers. Basically, there is nothing new under the sun of entertaining people through the written or spoken word. It is all a matter of emphasis, a matter of treatment of that which people have been taught to like and know best.

The movies are leading the way in appealing to the public with better-done products. This is the first and great consideration of the moment. And the second is like unto it—the slicks have already been forced to see the light. (The slicks, by the way, are constantly in the position of having to adjust themselves, and they do a good job of it, the women's magazines somewhat bet-



ter than the men's.) Now it remains to be seen how the pulps will meet their developing situation.

It is first of all an editorial problem. There is no need to go into that phase of the matter any further here than we already have. It is sufficient that you, as authors, know something of it. It is imperative, however, that you give due consideration to how the solving of that editorial problem will affect you. For it will be solved, and the solution will upset you unless you are prepared.

How can you be prepared?

Know thy stuff!

There always have been, and there always will be two kinds of authors, the conscious artist and the unconscious or natural artist. Very often the former is a natural outgrowth of the latter. Natural, undeveloped talent makes every beginning author an unconscious artist. Then they grow, as they gain experience. But many a widely experienced author remains an unconscious artist because either he never bothers to analyze his craft or because he hasn't that sort of ability. Or that sort of temperament. Call it what you will. Let it go if it worries you. The fact remains that those authors go farthest and are the most constant and efficient producers of fiction or any other sort of creative work, who know *why* they succeeded or *why* they failed in any piece of work or in the evaluation of any fictional idea.

The same thing is largely true of editors. We can take a seeming side-trail for a moment and yet end up by giving you another slant on the problem that will help. An editor, to be a good one, must be just as creative in his criticisms of an author's work as the author was creative in producing that work. He must read in such a way that he lets his emotions detect flaws in a story. But woe betide that editor if he has only his emotional check of a story to depend upon for his continual story evaluating. For his emotions will go haywire from time to time for any number of reasons. He should know *why* he approves or disapproves of a story.

It is not obscure, it is far from obtruse, this thing of being consciously artistic. It is a matter of knowing why about technical problems involved in every story. The basic elements of fiction are not new. They have been recognized and used by authors ever since man first told a yarn. Homer used them. Charles Lamb rewrote Homer and used them. Dickens and Shakespeare took them in their stride. Flaubert taught them to his pupil. Kipling dusted them off and found them unchanged. And you will find them unchanging.

The big difference between authors of today and yesteryear is simply that today you have available in book form those studies which

analytical students of the art of writing have compiled. Elements of the art have been isolated and evaluated for you, just as the great chemists have determined that there are such elements as hydrogen and oxygen. You can take stories apart; you can put them together again. You can determine the particular appetite of your public whom you aim to attract, and you can concoct sauces for your dish. But the meat in your dish is still meat. The elements are unchanged and changeless.

There is another advantage that writers of today have, one that properly is only another aspect of the same thing we have been discussing but that deserves separate mention. This fact has been brought out clearly by John Galsworthy, who says that there is no creative problem in writing, new as it might be to some author, that has not been met and well solved by some other author. It is because of this that you can learn something every time you choose to analyze any story you read. The more you learn by analysis, the more easily you will be able to create. The more you know about narrative technique, the more likely you are not to pass by an excellent plot-germ idea, for you will know how it can well be used in developing the finished story.

I have seen many a so-called competent author, who was turning out stories regularly, suddenly fold up and sink from sight. Why was this? How could it happen? It happened because something developed that interfered with that emotional drive which was the sole basis of their production. They were natural artists who had only emotional drive to guide and otherwise make possible their story production.

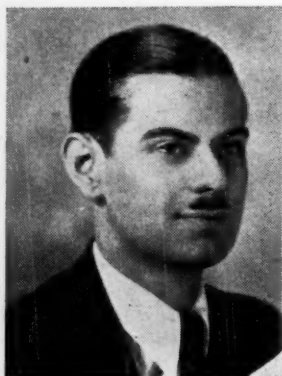
I have seen other authors who ran into this or that distressing condition but who kept on producing, and producing well, because they knew what made their stories click or why they failed when they did occasionally fail. They did not always find a flaw themselves. Often it had to be pointed out to them by an editor. When it was shown them, however, they could see it and they knew what to do about it. They could revise with a minimum of effort—and learn something in the bargain. Also, they submitted a minimum of poor stories—and that helps.

Authors have the finest future today that they have ever had. No one can throw them out of a job—except themselves. Magazines will always be published. There will always be a demand for good stories. Publishing or producing fortunes will blow hot or cold as the case may be; mediums will come and go. Things might happen to upset the very sturdiest of authors. But those authors will fare best who know the most of *why* about their creative art.

The conscious artist cannot fail completely.

# KEY TO THE TREASURER'S OFFICE

... By GERALD W. YOUNG



Gerald Wittwer Young

WRITERS are often told by editors to make a careful study of the magazine which they hope to crash. Many writers continue in their failure to pull down checks, because they study only *half* of the contents. Nearly fifty per cent of every magazine with wide distribution is advertis-

ing. Once the pulps carried little or none. Now the big pulp-paper chains have established advertising offices over the country. They have snared national accounts.

But before we go further, just why isn't it sufficient merely to study the editorial contents of the magazine you wish to reach? Well, no one, two, or half dozen issues of any periodical will be completely representative of what the editor really *wants*; they show only what he has had to buy to fill his pages. Editors frequently publish stories which they do not like, which do not quite come up to their standards, which are a bit "off trail," because there's nothing else to print. An editor of a certain juvenile publication told me that he is seldom satisfied with more than 15 per cent of the material which he uses!

But how, you ask, will a study of the advertising in a magazine better enable an author to give the editor what he wants?

1. It will show the author who reads the magazine and what these readers are interested in. 2. It will reveal the "taboos" of the magazine. 3. It will furnish new themes, new subjects.

Let's pick up several of the more popular love-story magazines. A careful examination shows a predominance of movie advertising. We deduce, therefore, that the readers of these magazines are much interested in the movies, that the editors would buy stories with movie backgrounds—stories which give the same vicarious emotional thrills as a good romantic movie, itself.

Since Mr. Young graduated from Columbia University in 1929 he has been connected with the circulation department of the Crowell Publishing Co., which publishes *Collier's*, *American Magazine*, and *Woman's Home Companion*. He is therefore in a position to know the importance of following the advice given herewith.

Are we right? Well, when we check up, we find at least *two* stories in each magazine set in the movie colony, or concerned with a girl who is, or wants to be, an actress, entertainer, or dancer!

Here are copies of the five-cent weeklies. We find in them considerable advertising from type-writer companies, from firms manufacturing office equipment, mimeographs, comptometers, dictaphones, pens, pencils; ads of investors' syndicates, insurance companies. These ads prove very definitely that many of the readers of these magazines are connected with the various professions; they are business men. (For, if business men didn't read these pages, and if the ads didn't "pull" a flock of inquiries, the ads would immediately cease to appear—for ads are run consistently only where they get results!)

Now if you think the business men who read these magazines wouldn't enjoy reading well-written stories of business, and if you think the editors aren't eager to buy such stories—just try a couple!

These same magazines are now carrying (it's mid-April as I write this) ads for trailers, bus companies, railroads, fairs, exhibitions, hotels, travel insurance. Moral: These readers are travelers; they take vacations. Write a good travel story or article. (Send it out six months ahead of the season.) If it's good enough, it will sell.

*Collier's* recently used a story of a girl who owned a vineyard and from whose grapes an exquisite wine was made. I have little doubt that the author got his idea from some ad, showing a bunch of luscious grapes in color. A recent story in the *Post* was entitled "More Mental Than Girdles." I wonder if the author hasn't been seeing those frank ads which show men's girdles! Stories of air-travel are popular in the five-cent weeklies. And why shouldn't they be? The readers are air-minded; witness the large number of ads run by airlines.

Incidentally, in looking over the ads in these weeklies, we notice that four out of five are directed at men. A good reason why your story or article should be written from the man's viewpoint.

Second, a careful study of a magazine's advertising columns will indirectly reveal that magazine's taboos.

A woman's magazine, carrying many lines of nail-polish copy, would not likely permit a heroine to remark: "I never paint my nails. I think it looks hideous, simply barbaric. Besides, only cheap women do it."

In the first place, no editor would publish such an outburst in his or her pages, because the girls and women who read the publication would not agree with the heroine; they wouldn't sympathize with her; they wouldn't like the story. They'd probably write to the editor and tell her so! In no uncertain terms! But in addition, few editors would permit such a speech, because it might antagonize the advertisers.

Now I don't mean that the advertising department dictates to, or holds a whip over, the editorial department. But there must certainly be co-operation between the two if the publishing venture is to continue successfully. And it's no secret that the advertisers' money provides the fund from which the magazine is published, and from which the treasurer writes the authors' checks.

Here's another angle: Pick up the woman's magazine you want to write for. Does it publish liquor ads? If so, then it's a safe bet that your heroine can sip occasionally from a cocktail glass without objection from the editor. Do you see many cigarette ads? Yes! Then surely your heroine can smoke. How about the perfume, soap, cosmetic, and bath-salts ads? If they frequently show undraped feminine figures, you can, in all probability, safely permit your heroine to trip, *a la naturelle*, into, or from, her bath or boudoir, and still cause no disturbance in the editor's sanctum.

If, in writing for a woman's magazine, you are describing the heroine's toilette, you will do well to mention the application of perfume on the ear lobes, deodorant under the arms, polish on the nails, and the other niceties that modern advertising has wrought. You can't have your heroine feeding her lover from an old-fashioned ice chest when the advertising columns, next to which the story will be printed, show gas and electric refrigerators! And

imagine the heroine saying: "I wish I knew what to do to keep my hose from running!" On the next page might be a Lux ad!

A study of the advertisements will suggest new subjects and new themes which will not only be acceptable, but very welcome, to the editor. Everyone is interested in something new. When a manufacturer perfects a new product or device, he must advertise it before he can sell it. If you are able to wrap a good story around this new discovery, you can sell it. But do not, of course, mention brand names.

To illustrate: Advertising has made popular and sold a great many trailers. And plenty of trailer stories are being sold. Ads announcing and publicizing an exhibition or centennial may open the way for a story or article with an historical setting. There's a burst of candid-camera advertising lately, as a result of the popularity of *Look and Life*; make your hero a candid cameraman. When your hero steps into his trousers, let him close them with a "zip" as the models in the ads do it!

Your heroine would undoubtedly like to be married in a glass house since seeing all the advertising on glass bricks. In a glass house with an air-conditioning unit! When her bath needs redecorating, she can tell her new husband: "It'll be dry by night. They're using that new kind of paint." If the two of them go swimming, she should have one of those new "Floating Bra" or "South Seas" suits. When the first baby comes, she will certainly use paper, disposable diapers!

These suggestions are not intended for humorous stories. What a *faux pas* to ridicule advertising in a magazine supported by it!

The point I wish to make is merely this: The writer who keeps his eyes on the ads will not fail to fill his stories with the novel, the new, and the interesting. Many things can be wrong with a story and still it will sell if it's thoroughly interesting.

So when you want to break into a certain magazine, study the editorial contents, of course. But watch the ads, too. In other words, study the magazine page by page, from cover to cover.

## CONTINUITY IN COLOR

... By BOB MALEY

"THE Blank Broadcasting Company takes pleasure in bringing to you now Dr. John Doe, world-famous scientist, who will speak to us this afternoon about 'Stars and Their Meaning.' Dr. Doe . . ."

You've probably noticed that the cut-and-

dried talk introductions so predominating in yesterday's radio circles, are fast fading. The reason is simple. Lack of color.

Yes—radio, in broad leaps and bounds, is striving for greater perfection—greater presentation not only of the show, but of the ever

necessary opening and closing announcements. Comes now—continuity in color!

Suppose a continuity writer is given the assignment to write the opening announcement for a talk on aviation by the superintendent of the Municipal Airport? Shall he do it this way:

"The Blank Broadcasting Company takes pleasure in bringing to you now Captain Jack Brown, superintendent of the Municipal Airport, who will talk now on Aviation and Brookville Center. Captain Brown . . ."

Of shall he color it, as:

"Covered wagon days remain only in memory. Sensational progress brought horse-drawn trolleys . . . another cornerstone of a building nation. Stage coaches vanished. The horseless carriage was . . . and with it the beginning of a new empire. The doubt of the many was overcome by the faith of the few, and gradually developed the urge for speed . . . speed . . . speed! Sturdier motors . . . better and better each passing year . . . created by minds with foresight for tomorrow . . . minds carrying out the dreams of yesterday's pioneers, and improving . . . improving all the time. Steam locomotives . . . electric locomotives . . . then streamlined for more . . . more speed! The Wright Brothers pioneered another field, and man conquered the skies! America's progress swept onward toward greater speed with greater convenience and greater safety. Yesterday's Brookville Center has advanced with America toward a goal that men for ages to come will forever strive to reach. There will always be room for improvement, and man will always seek improvement. Today's Brookville Center knows a new symbol of progress . . . Municipal Airport . . . pathway to the world! And aviation to Brookville Center . . .? Well, listen now

to Captain Jack Brown, superintendent of the Municipal Airport . . ."

The idea, of course, is to make the introduction as interesting as the talk to follow, and more than that, to provide a setting in accord with the topic of discussion.

Let's try another talk introduction. Dr. Fred Smith is going to tell us about "Exercise for the Middle-Aged." We'll skip the cut-and-dried method and try to restrain Mr. and Mrs. Radio Listener from turning the dial to that popular musical show on another station. Let's do it this way—

"Fore! A perfect swing . . . follow thru . . . a lengthy drive . . . the fairway . . . a bounce or two . . . and rolling to within inches of the cup! That's when golf is *sport*! But golf is *always* good exercise. And what of you middle-aged people who do not golf? What do *you* do for exercise? Well, suppose we have some suggestions from Dr. Fred Smith . . ."

One of the country's large networks had a grand example of continuity in color in the presentation of a show in honor of the Texas Centennial. It began with the sound of horse's hoofs and wagon wheels on a hard dirt road. It turned into a beautiful word picture of the delivery of the first mail to Texas. This was followed by a gradual word build-up to the Texas of today.

The average radio listener turns his dial to a show of interest and shuns the cut-and-dried announcements which tend only to warn the listener what to expect. Talks are interesting enough, as a rule, but continuity writers must give the listeners something to quell any urge for dial twisting. The only possible way is to offer—Continuity in Color.

## WRITERS' GRAVEYARD

By VIRGINIA WALLACE RUNYON

Here lies a writer,  
Gone to glory,  
Scared to death writing  
A horror story!

\* \* \*

Jane Pulp Paper used to say,  
"I mix my love plots just this way:  
One man, one girl, two pairs of arms.  
For Westerns, just add firearms."

\* \* \*

Here lies the man who smiled so hard  
And wide in writing a greeting card,  
His smile spread out from ear to ear  
And swallowed him up from there to here.  
At last he smiled so wide a grin,  
It even took the *editor* in.

This fellow tried a four-line sonnet.  
It simply  
Can't be  
Done. Doggone it!

\* \* \*

This poet thought  
He wrote like Eliot.  
What's more, he did  
—And that's the Heliot.



# TEN COMMANDMENTS FOR POETS

. . . By EUNICE MITCHELL LEHMER



Eunice Mitchell Lehmer

PERHAPS you write poetry by inspiration; but if your work is worthy, you instinctively follow certain rules, or after the first flash of insight you reverently mold the idea by some intelligent method. The writer to whom "an angel gave a sonnet" was wise to "fix it up" be-

fore offering it to an editor.

It is often easy to point out the reason why a poem is not truly successful. It may violate some very simple rule of convincing or charming expression.

True poetry has "magic" in it. Emily Dickenson said that the only way that she knew poetry was by the chill she felt when she read it, or by the sensation of having the top of her head taken off. Earle Weller in his biography of John Keats quotes a letter in which Keats tells a friend that while he is shaving he must be careful to keep certain wonderful poetic passages out of his mind, for if he thinks of them his hair rises and his beard bristles. Few of us are so susceptible to word magic as this, but if verses do not raise some echo or thrill in the reader's mind they are not poetry.

To the poet the commonplace facts of life take on a new significance, as toys in the fairy tales come to life at midnight. How can we weave a spell strong enough to take the reader into that same magic world? There are certain general rules for making an effective form into which the poet must breathe the breath of life, and I shall here attempt to state and elaborate upon them. They are ten in all.

## 1. Hold to a Clear Idea.

Before you start to write have in your mind a definite thought or picture. Do not expect to evoke a clear image in the mind of some one else when you have none in your own. You will rouse no enthusiasm with a hodge-podge of hazy notions or with a list of unrelated or conflicting ideas. Do not follow Lewis Carroll's mischievous advice to a young poet to be always "consistently obscure."

## 2. Select the Form Appropriate to Your Thought.

Triple time and whimsical forms and rhyme schemes may be effective for light verse, but it is difficult to be serious to the tune of

*Ride a cock horse to Banbury Cross  
To see an old lady upon a white horse.*

On the other hand do not think that you can charm even the most literal minded with a long series of wooden "closed" couplets, with a boulevard stop at the end of every line. For really beautiful work in this kind of meter read Longfellow's "Wayside Inn."

The sonnet form is a difficult road that has crippled many good ideas. For most of us it should be marked "Dangerous but passable" or "20% grade, not advisable." It is not quite so narrow a road as we have been led to believe, however. Robin Lampson has recently read all of Petrarch's 317 sonnets in the original and has found four variations in the form of the octave and seven in the form of the sestet, giving in different combinations fifteen genuine Petrarchian sonnet patterns. There is some relief in that!

As for free verse, Louis Untermeyer is doubtless right in saying that "it is difficult to quote and disappointing to the ear." Mark Van Doren would seem however, to restrict it too much when he says that it should be reserved for "rough and abrupt thoughts only." There is no finer poetry than "The Most Sacred Mountain" of Eunice Tietjens. One can not read it without exaltation. There is true magic in it.

In general: *No form is good art in any field if it distracts the attention away from the thought.* At a costume party an astonishing dress may seem clever, but in serious drama the actor must be greater than his make-up. As Derrick Lehmer puts it:

*Alas for an art when you force it  
To strut in high heels and a corset!*

## 3. Use English in Harmony With the Setting of Your Poem.

In writing of today you will make no vivid impression on your reader with violent inversions, old-style elisions, and worn-out adjectives and phrases. We are easily misled into the obvious and dusty path from which the fairies have fled long ago.

Avoid pidgin English. Charley Chan's talk is diverting in a mystery story, but breaks the illusion in poetry. Do not imagine that no one will notice it if you clip off an article to make a proper line length. As a horrible example:

*She stood by garden gate  
And patted shaggy head  
Of friendly dog while happy bird  
Twittered in leafy tree.*

The rule against employing ancient words and phrases should not be applied, of course, when you are writing poems in the ancient style.

Mrs. Lehmer is the wife of Derrick Norman Lehmer, composer, poet, editor, and professor of mathematics at the University of California. Her own verse has appeared in *Youth's Companion*, *Lyric West*, *U. of Calif. Chronicle*, *Child's Garden*, *American Cookery*, *Christian Century*, *Overland*, and in various anthologies.

#### 4. Choose Words Rich in Suggestion.

Isaac Flagg has left us a memorable phrase in "the zephyr-mated swallow." There is magic in Julia Altrocchi's "the summering south," "the ductile sea," "impetuous years." Too many adjectives, on the other hand are distracting and impede the movement of your thought, as clothes hinder a swimmer.

#### 5. Use Effective and Consistent Figures.

Be satisfied to create one convincing picture at a time. Your poem should not be an animated cartoon. One inspired writer chanted:

*The old war horses are again in the saddle  
With their hands upon the reins!*

Beware of surgical implications in your figures. There was some charm in the "Silver Line" that was supposed to unite absent lovers of a former generation, but one can not help a feeling of physical distress at this modern version:

*The heart of me mounts higher and higher,  
Though bound and tied with invisible wire.*

#### 6. Consider Carefully the Length of Your Poem.

Be concise but do not cramp the thought. You must take into account the importance and complexity of your thought before deciding whether to make a quatrain of it, a sonnet, or a book length poem. Consider Edwin Markam's quatrain, "Circles" and his fourteen-line poem "Enough" as excellent examples of balancing the length of a poem with the importance of the thought.

#### 7. Read Your Poems Aloud.

This rule may enable you to find some distracting tongue-twister that may be lurking in an un-

suspected corner, or some meter that will trip you. Poe says that it is the business of the poet to write every line so that his intention must be clear at the first reading. The ear is the best judge of a poem. Study to improve your style in reading.

#### 8. Let Your Poems Ripen.

Write in the joyful haste of inspiration if you can, but give time for the sober consideration of another mood. As Bryant reminds us:

*Think not the making of a deathless lay  
The idle pastime of a summer's day.*

#### 9. Be Honest With Yourself.

Do not condone your own faults, or excuse yourself by referring to similar shortcomings in the work of the masters. They are great, not because of their weaknesses, but in spite of them.

#### 10. Read Constantly Great Poetry.

The saddest thing in modern poetry is the dismal lack of literary background. One would never suspect that the writers were at all aware of the magnificent heritage which is ours in English poetry. No other language has such a store of inextinguishable beauty: King James Version of the Bible, Chaucer, Shakespeare, Spencer, Milton, Tennyson, the Brownings, Keats, Shelley, Coleridge, Wordsworth, Burns, Byron, Fitzgerald, Longfellow, Whitman, Poe, Kipling, Noyes and Masefield. Add to the list as you choose, but make their magic as much a part of yourself as the richly varied blood in your veins. Memorize spell-weaving lines. It is a beautiful experience to fall asleep with sweet rhymes ringing through your head. There is no better way to invite the subconscious to speak for itself.

## FEDERAL THEATRE PROJECT SEEKS PLAYWRIGHTS—PRIZE OFFERED

**H**OW many are aware that the Federal Theatre Project of the Works Progress Administration offers to aspiring dramatists an opportunity to have their plays produced by competent casts, and at a standard royalty of \$50 per week?

The project is eagerly seeking good plays. There are now more than 140 resident troops under the project, producing plays week after week in various cities. Incidentally, most of the plays, even in smaller cities, are put on for a several weeks' run, so that these royalties may mount up to substantial sums. Production by the WPA Federal Theatre groups may also prove a stepping stone to Broadway production. It did so in the case of Mary Coyle Chase of Denver, whose first play, "Me Third," was first produced by the local WPA cast and later had a satisfactory Broadway run under the title of "Now You've Done It."

Uncle Sam has thus become the world's biggest theatrical impresario, and recently, in a search for new playwrighting talent, the Project, in cooperation with the Dramatist League, offered a prize of \$250 in addition to the usual royalty for a play by some hitherto unknown dramatist. No restrictions have been placed on subject matter, although the federal agency, Hallie Flanagan, director, hopes to find plays which mirror the modern American scene. Those desiring to

enter the contest should send their manuscripts to the Play Policy Board, WPA Federal Theatre Project, Chanin Bldg., 122 E. 42nd St., New York. They should be marked, "Federal Theatre Contest for Dramatists' Guild Prize." Return postage need not be included. The author's name should be omitted on all but the title page. Authors whose plays have run over three weeks on Broadway, or have had over 28 performances on the road, are excluded.

Plays for general consideration by the Project may be submitted to the above address at any time, or to one of the regional offices of the Project. Dramatists located in the West should submit their manuscripts to Georgia S. Fink, director Regional Service Bureau, 155 W. Washington Blvd., Los Angeles, Calif.

It is a good plan, when possible, to get in touch with the nearest local producer of WPA plays, who may be able to offer valuable suggestions and assistance in preparing and submitting the play for consideration, and whose recommendation would have its influence on the Play Policy Board.

In general, plays intended for the WPA Theatre should have social and economic significance. Nothing even remotely pro-fascist in tendency is likely to be considered.

# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

SEPTEMBER, 1937

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. A few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M, twice monthly; Bi-M, bi-monthly; W, weekly; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word or better; good rates, an average around 1 cent or better; fair rates, under 1/2 cent; low rates, under 1/4 cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house banner under which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; etc. The notation "Slow" or "Unsatisfactory" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk. All editors insist upon the enclosure of return postage, preferably stamped, addressed envelopes.

## LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

- Acc G-Man Magazine**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories, novelettes 9000, novels 15,000, involving activities of G-Men. Rogers Terrill, ed. director; Loring Dowst, ed. 1c, Acc.
- Acc High**, (Popular) 205 E. 42nd St., New York. (M-10) Fast-action old-west adventure short-stories up to 6000, novelettes 11,000, novels 18,000; Western fact articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.
- Action Stories**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western short-stories, 3000-12,000; novelettes: some woman interest, occasional animal stories. Malcolm Reiss. 1c up, Acc.
- Adventure**, (Popular) 205 E. 42nd St., New York. (M) Distinctive adventure short-stories, novelettes, Howard Bloomfield. 1 1/4c up, fillers 1c, Acc.
- Air Trails**, (S. & S.) 79 7th Ave., New York. (M-15) Modern aviation short-stories 3000-5000; novelettes 8000-10,000; novels arranged for; air articles 2000-3000. F. Orlin Tremaine. 1c up, Acc.
- All Story**, (Munsey) 280 Broadway, New York. (W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000-7000, novelettes up to 12,000; short serials 25,000-30,000. Miss Amita Fairgrieve. Good rates, Acc.
- All Western**, (Dell) 149 Madison Ave., New York. (M-10) Dramatic Old-West short-stories 5000, novelettes 10,000-15,000, romantic interest, humor; occasional "tall tales." Arthur Lawson; Jack Burr, associate. 1 1/4c up, Acc.
- American Cavalcade**, 420 Lexington Ave., New York. (M-25) High-grade short-stories 750-3000, serials 25,000-30,000; timely articles 1250-2500, usually arranged for; verse, Thomas B. Costain. 10c up, verse \$10 up, jokes \$5 up, Acc.
- American Magazine**, The, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000; "Vignettes" under 500. Articles usually arranged for or staff-written. Sumner N. Blossom; Albert Benjamin, fiction Ed. Good rates, Acc.
- American Mercury**, The, Ridgefield, Conn. (M-25) Reviews, comment, essays: serious and political articles, short-stories, 3000, verse. Paul Palmer. 3c up, Acc.
- Argosy**, (Munsey) 280 Broadway, New York. (W-10) Good fiction, every variety, sound characters, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-25,000; serials up to 30,000 (installments 10,000-12,000). Chandler Whipple. Good rates, Acc.
- Asla**, 40 E. 49th St., New York. (M-35) Interpretive articles on oriental life, politics, art, culture, exploration and thought, Russia included, 1800-3800. Oriental fiction; translations, Richard J. Walsh. 2c, Acc.
- Astounding Stories**, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving short-stories, up to 6000; novelettes 12,000-20,000. F. Orlin Tremaine. 1c up, Acc.
- Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.
- Ballyhoo**, (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags, Norman Anthony. Good rates, Acc.
- Black Mask**, (Warner) 515 Madison Ave., New York. (M-15) Realistic, convincing, natural, action fiction in crime-detective field, likable, he-man heroes; all lengths, short shorts to novelettes, up to 18,000. Fanny Ellsworth. Good rates, Acc.
- Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes, serials. Real-experience contests. Donald Kennicott. 2c up, Acc.
- Breezy Stories and Youngs**, 55 W. 3rd St., New York. (M-20) Love short-stories with sex interest, 4000-5000; novelettes 8000-10,000. Phil Painter. 1c, Acc.
- Canadian Home Journal**, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women, 2500, W. Dawson. Good rates, Acc.
- Champion Sports**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) College and professional sport short-stories, novelettes; strongly plotted; character conflict; woman interest. No first-person stories. A. A. Wyn. 1c, Acc.
- Chatelaine**, The, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of love, married-life problems, parental problems, mystery, adventure, 3500-5000; short serials. Articles, Canadian woman interest, up to 2000. Byrne Hope Sanders. 1c up, Acc. or Pub.
- Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective short-stories up to 5000; novelettes 9000-15,000, woman interest permitted. F. E. Blackwell. 1c up, Acc.
- College Humor** (Thrilling) 22 W. 48th St., New York. (M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.
- Collier's**, (Crowell) 250 Park Ave., New York. (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short short-stories. Wm. L. Cheney. First-class rates, Acc.
- Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.
- Commentator**, The, 101 Park Ave., New York. (M-25) Feature articles based on current news, 400-1800; fillers; spot stories; occasional humor. Lowell Thomas; Hawthorn E. Daniel, Mng. Ed. Good rates, Acc.
- Complete Stories**, (S. & S.) 79 7th Ave., New York. (Bi-M-15) Adventure, business, crime, detective, Western short-stories, novelettes 8000-15,000; novels 20,000-25,000. Hazlett Kessler. Good rates, Acc.
- Coronet**, 919 N. Michigan Ave., Chicago. (M-35) Articles of believe-it-or-not type, essays on cultural subjects. 1500-3000; short-stories 1000-3000; fact items 100-400; photos. Average \$100 per article, Acc.
- Cosmopolitan Magazine**, (Hearst) 959 8th Ave., New York. (M-25) Outstanding short-stories 5000-7000; short shorts 1000-2000; novelettes 10,000-20,000; serials 50,000-60,000; book-length novels. Articles of cosmopolitan interest 2000-4000; long (book-length) non-fiction features and serials. Harry Payne Burton. First-class rates, Acc.
- Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6500; serials; articles 3000-4000; articles for women; humorous sketches; jokes. Philip S. Rose. First-class rates, Acc.
- Cowboy Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Fast-action Western short-stories, modern elements permitted. 2500-5500; novelettes 10,000-15,000; occasional humorous shorts. F. Orlin Tremaine. 1c up, Acc.
- Cue Magazine**, 6 E. 39th St., New York. (M) Smart, sophisticated articles 1500-1800, concerned with smart metropolitan New York activities and personalities; short-stories 1200-1500. Jesse Zunsner. \$15 up per article, Acc.
- D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous short-stories, articles, up to 1500; verse, jokes, fillers, art work, cartoons; cartoon ideas. Chas. A. Hughes. First-class rates, Acc.
- Dare-Devil Aces**, (Popular) 205 E. 42d St., New York. (M-10) Thrilling Western-front air short-stories 3000-6000, novelettes 10,000-12,000. Wm. Fay. 1c up, Acc.
- Daring Detective** (Country Press) 1501 Broadway, New York. (M-10) Illustrated dramatic fact crime stories up to 5000; must have woman interest; love crimes, triangles, etc. Leonard W. Diegre. 1 1/4c up, photos \$3, Acc. Advisable to query.
- Detective Action Stories**, (Popular) 205 E. 42nd St., New York. (M-10) Plotted and motivated detective action short-stories 1200-6000, novelettes 10,000-20,000. (No deductive stories.) Ralph Perry. 1 1/4c, Acc.
- Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-6000; novelettes 12,000-15,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000; fillers 200. Charles Ingerman. 1 1/4c, Acc.
- Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-20) Detective short-stories 2500-5000; novelettes 25,000-45,000. F. E. Blackwell; Dorothy Hubbard, associate. 1c up, Acc.
- Detective Tales**, (Popular) 205 E. 42nd St., New York. (M) Emotional short-stories against a crime background up to 4000; detective-mystery-menace novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Rogers Terrill, Ed. Director, Henry T. Sperry, Ed. 1 1/4c up to 3000, 1c up over 3000, Acc.
- Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.



- Dime Mystery**, (Popular) 205 E. 42nd St., New York. (M-10) Thrills, chills, mystery, action in novels 17,000; novelettes 9000-10,000; short-stories up to 5000; love interest. Rogers Terrill, ed. director; Henry T. Sperry, ed. 1c up, Acc.
- Dime Sports**, (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-12,000, youthful collegiate or professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton, 1c up, Acc.
- Dime Western Magazine**, (Popular) 205 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000; girl interest, realistic characterization. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.
- Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure, modern-Western short-stories up to 6000, American heroes, any locale. John L. Nanovic, 1c, Acc.
- Dynamic Detective**, (Country Press) 1501 Broadway, New York. (M-10) Illustrated dramatic fact crime stories up to 5000. Leonard W. Diegre. 1½c up, photos \$3, Acc. Advisable to query.
- Elks Magazine**, 50 E. 42d St., New York. (M-20) Adventure. Romance, Western, Mystery, historic short-stories; articles on up-to-date subjects, 5000. John K. Tener; Coles Phillips, Mng. Ed. First-class rates, Acc.
- Esquire**, 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-4000; cartoons, cartoon ideas, photos. (No women writers.) Arnold Gingrich. 3c to 10c, Acc.
- Farmer's Wife**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories especially for young women, short serials, verse, cartoons. F. W. Beckman. 1c up, Acc.
- Federal Agent**, (Dell) 149 Madison Ave., New York. (M-10) Realistic, emotional, action short-stories of G-men, postoffice inspectors, narcotic squad, treasury sleuths, and other government departments; 4500-6000, novelettes 9000-12,000. Arthur Lawson. 1½c, Acc.
- Feds**, The, (S. & S.) 79 7th Ave., New York. (M-10) Short-stories of all government crime-fighting organizations 2000 up, novelettes up to 10,000. Fast action. Hero must be government agent. John L. Nanovic, 1c, Acc.
- Fight Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. Malcolm Reiss. 1c up, Acc. (Overstocked.)
- Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000-20,000, love interest. F. A. McChesney. 1½c, Acc.
- Foreign Service**, (McCall) at 34th St. Kansas City, Mo. (M) Official publication V.F.W. Short-stories of interest to A. E. F. veterans based on fact or personal experience, up to 2500. Barney Yanofsky. 2c up, Acc.
- For Men Only** (Popular Mags., Inc.), 1501 Broadway, New York. (M-25) Short, gusty fiction, articles with male appeal, 2000-2500; fillers, cartoons, cartoon ideas. Fred J. Feldkamp. Liberal rates, Acc.
- "44 Western"**, (Popular) 205 E. 42nd St., New York. (M-10) Gun-fighting short-stories 1000-15,000 of the West, covering period from 1870-1892. Ralph Perry. 1c up, Acc.
- Frontier Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Adventure short-stories, novelettes of the old West. Malcolm Reiss. 1c up, Acc.
- Front Page Detective**, (Dell) 149 Madison Ave., New York. (M-25) True stories of detective investigations, preferably under official by-lines; also exposes and first-person stories by criminals. Hugh Lane. 1½c to 2c, photos \$2.50, Acc.
- Globe**, 157½ W. 5th St., St. Paul, Minn. (M-25) World travel adventure and romance. Short-stories with typical local backgrounds up to 2000; feature articles, personalized reports on places and people in various parts of world; photos. Translations. J. W. G. Dunn, Jr. 1c, Acc.
- G-Men**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of Federal Bureau of Investigation 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.
- Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Women's interests. Young love short-stories up to 5000, serials. Overstocked on articles and verse. W. F. Bigelow. 5c up, Acc.
- Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases; love, domestic topics; short-stories; verse. George Davis. Good rates, Acc.
- Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standards. Lee F. Hartman. First-class rates, Acc.
- High Heels**, (Ulltem Pubs.) 404 4th Ave., New York. (M-15) Not too sexy, romantic young-love short-stories 1000-3000. M. R. Reese. 1½c up, cartoons \$10, Acc.
- Holland's, The Magazine of the South**, Main and 2d Sts., Dallas, Tex. (M-10) Articles of interest to Southern women 1000-1500; love, outdoor, domestic short-stories 4000-5000; serials 60,000-80,000; verse. Claude Wier. 1½c up, photos \$2 up, Acc.
- Horror Stories**, (Popular Pubs.) 205 E. 42d St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill, ed. director; Loring Dowst, ed. 1c up, Acc.
- Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-20) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000; overstocked with verse. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.
- Inside Detective**, (Dell) 149 Madison Ave., New York. (M-20) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. W. H. Swanburg. 1½c to 2c, photos \$2.50, Acc.
- Knockout**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories of the prize ring 2000-6000, novelettes 8000-10,000. William Fay. 1c up, Acc.
- Ladies' Home Journal** (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.
- Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast moving, colorful stories, ranch-and-range locale, 10,000; some woman interest. Malcolm Reiss. 1c up, Acc.
- Laugh**, (Thrilling) 22 W. 48th St., New York. (M) Humorous photographs, cartoons, gags, 500-word storiottes. Leo Margulies. Good rates, Acc.
- Liberty**, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000- to 5000; serials about 42,000; timely human-interest articles. Fulton Oursler. First-class rates, Acc.
- Life**, 135 E. 42d St., New York. (M) Human-interest news photos, Willard D. Morgan. \$5 up, Acc.
- Lone Eagle**, The, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling war-air and modern air short-stories 1000-6000. Leo Margulies, ed. director. 1c up, Acc.
- Look**, Des Moines, Ia. (Bi-W-10) Photos of intense human interest and action. Vernon Pope. \$5 up, Acc.
- Love and Romance**, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories 1500-7500; serials 15,000-35,000. Henry Lieferant. 2c to 4c, Acc.
- Love Book Magazine**, (Popular) 205 E. 42nd St., New York. (M-10) Glamorous young love short-stories, novelettes, 3000-12,000; little verse. Jane Littell. 1 to 2c, Acc.
- Love Fiction Monthly**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Glamorous, romantic love short-stories 3000 to 6000; novelettes 10,000 to 15,000; romantic verse. Mrs. Rose Wyn. 1c, verse 25c line, Acc.
- Love Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) Romantic short-stories, novelettes. Malcolm Reiss. 1c up, Acc. (Overstocked)
- Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Modern love short-stories 3500-5000; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.
- Maclean's** (Maclean) 481 University Ave., Toronto, Canada (2M-5) Short-stories, Canadian interest—love, romance, sea, mystery, adventure, outdoor, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.
- Mademoiselle**, (S. & S.) 1 E. 5th St., New York. (M-25) Short-stories of smart young women, age 17 to 30, 1500-2500; articles 1000-3500; light, brisk, personality sketches; cartoons. Betsy Talbot Blackwell. 2c, \$50 per short-story, Acc.
- Master Detective**, The, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000-7000. John Shuttleworth. 2c, photos \$1 to \$5, Acc.
- McCall's Magazine**, (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 5000-7500, serials 50,000; articles 2500. Otis L. Wiese. First-class rates, Acc.
- Modern Romances**, (Dell) 149 Madison Ave., New York. (M-10) First-person, real life short-stories up to 7500; longer stories up to 13,000; 3 and 4 part serials; short lengths 1200. Helen J. Day. 2c, Acc.
- National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photographs; also photographs separately. Send for brochure explaining pictorial requirements. Gilbert Grosvenor. First-class rates, Acc.
- New Republic**, The, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; short-stories 1500; exceptional verse Bruce Bliven. 2c, Acc.
- New Yorker**, The, 25 W. 43rd St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.
- North West Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) North-west, trading, trapping, logging, etc., short-stories and novelettes with romantic flavor. Malcolm Reiss. 1c up, Acc. (Overstocked.)
- Official Detective**, 731 Plymouth Court, Chicago. (2M) True detective crime-detection stories under official by-line 5000-7000; photos. Harry Keller. 2c, Acc.
- Operator No. 5** (Popular) 205 E. 42d St., New York. (M-20) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill, ed. director; Linton Davies, associate ed. 1c, Acc.
- Parents' Magazine**, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, etc. 2500-3000. Clara Savage Littledale. 1 to 1½c, Acc.; jokes, pointers for parents, recipes, childhood and teen-age problems, \$1 each, Pub.
- Pennac**, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storiottes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up, Acc. (Overstocked.)
- Personal Adventure**, (Resolute Pubs.) 404 4th Ave., New York. (M) True, first-person adventure stories, all types, 3000-6000; must have sincerity, novelty, excitement, suspense. Ideas purchased. J. A. Rosefield. 1c to 1½c, Acc.
- Phantom Detective**, The, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.
- Pictorial Review Combined with Delineator**, (Hearst) 57th St. at 8th Ave., New York. (M-10) Articles of interest to women 2500-3500; short-stories, serials 60,000; book-length novels; occasional verse. Herbert R. Mayes. First-class rates, Acc.
- Pioneer Western**, (Popular) 205 E. 42nd St., New York. (M-10) Fiction emphasizing winning and settling of the West, vigorous plains and wilderness adventure; woman interest; short-stories 5000-9000; novelettes 10,000; novels 15,000. Rogers Terrill, Ed. Director., Willard Crosby, Ed. 1c up, Acc.
- Pocket Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Detective, mystery, detective-action short-stories 5000, novelettes 10,000, emphasis on interesting characters, strong motivation. F. E. Blackwell. 1 to 3c, Acc.
- Pocket Love**, (S. & S.) 79 7th Ave., New York. (M) Romantic short-stories 1500-6000, novelettes 6000-8000, novels 12,000-15,000. Miss Daisy Bacon. 1c up, Acc.
- Pocket Western**, (S. & S.) 79 7th Ave., New York. (Bi-M-15) Western-adventure short-stories up to 5000, novels 12,000-25,000. F. E. Blackwell, Dorothy Hubbard. Up to 1½c, Acc.



- Popular, The**, (S. & S.) 79 7th Ave., New York. (Bi-M-25) Short-stories stressing characterization up to 6000; verse. A. Lawrence Holmes, 1c, Acc. (Overstocked.)
- Popular Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Detective short-stories, 1000-6000; novelettes 7000-10,000. Leo Margulies, 1c up, Acc.
- Popular Love**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Smart, sophisticated love short-stories, from girl angle, 1000-6000, novelettes 8000-10,000. Leo Margulies, 1c up, Acc.
- Popular Sports**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000, novelettes 7000-8000; one short novel each issue, 15,000. Mature angle, slight woman interest allowed. Leo Margulies, 1c up, Acc.
- Popular Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Western short-stories 1000-7000; novelettes 8000-10,000. Leo Margulies, 1c up, Acc.
- Railroad Magazine**, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background, including electric lines and trolley cars, 1500-15,000. Railroad poetry, masculine appeal, no wrecks. Query on fact articles. Freeman H. Hubbard, 1½c up, verse 25c line, Acc.
- Ranch Romances**, (Warner) 515 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000-6000; novelettes 10,000-12,000; novels 25,000-30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth, 1c, Acc.
- Rangeland Romances**, (Popular) 205 E. 42d St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint 5000, novelettes 9000, novels 15,000, articles 1000. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.
- Real Detective**, 250 Park Ave., New York. (M-25) True illustrated crime stories; 5000-6000; authenticated exposes. Arthur Mefford, 1½c, photos 2c to \$3, Acc.
- Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, novelettes, feature articles. Edwin Balmer, First-class rates, Acc.
- Romantic Range**, (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 4000-5000, novelettes 10,000-15,000. F. Orlin Tremaine, 1c up, Acc.
- Romantic Stories**, (Fawcett) 1501 Broadway, New York. (M-10) First person, confession short-stories, strong romantic-sex angles 4000-7000, serials up to 15,000, articles 3000-4000; short shorts 1000-2500. Miss Mary Lou Butler, 1½ to 3c, Acc.
- Rotarian, The**, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case, First-class rates, Acc.
- Saturday Evening Post, The** (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 5000-9000; serials up to 90,000; humorous verse; skits, cartoons. Wesley Winans Stout, First-class rates, Acc.
- Scribner's Magazine**, 3 E. 48th St., New York. (M-25) Stories and articles about the American scene—social, moral, political. Short-stories 2000-4000, articles 3500. Harlan Logan, Good rates, Acc.
- Secret Agent "X"**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective and G-men short-stories 3000 to 6000; novelettes 10,000 to 15,000, sinister note, menace and horror. Detective articles. Rose Wyn, 1c, Acc.
- Secrets** (Ace Mags.) 67 W. 44th St., New York. (M) Dramatic, first-person stories from real life, sincere and emotional shorts 3000-6000, novelettes 9000-12,000. Rose Wyn, Over 1c, Acc.
- Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Nanovic, 1c, Acc.
- Silk Stocking Stories**, (Ulltem Pubs.) 404 4th Ave., New York. (M-15) Not too sexy romantic young-love short-stories 1000-3000; girl's or boy's viewpoint. M. R. Reese, 2c, verse 25c line, Acc.
- Skipper, The**, (S. & S.) 79 7th Ave., New York. (M-10) Fast, tough mystery-adventure short-stories, novelettes, 2000-8000; any locale, American heroes preferred. John L. Nanovic, 1c, Acc.
- Sky Fighters**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling air-war short-stories 1000-6000, novels 15,000. Leo Margulies, ed. director, 1c up, Acc.
- Smart Love Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Love short-stories 4000-6500; serials 20,000-30,000. Daisy Bacon, Esther J. Ford, Good rates, Acc.
- Special Detective**, (Haig-Kostka) 434 Main St., Stamford, Conn. (M) Detective short-stories up to 6000, fact-crime stories with photos, novelettes 12,000, novels 35,000 up. Wm. Kostka, 1c up, Acc.
- Spider, The**, (Popular) 205 E. 42nd St., New York. (M-10) Short-stories up to 5000 of philanthropic, volunteer crime fighters. Novel arranged for. Rogers Terrill, ed. director; Linton Davies, associate, 1c up, Acc.
- Sports Novels**, (Popular) 205 E. 42d St., New York. (M) Sport novelettes 10,000; short-stories 5000-6000; fact articles 3000. Wm. Fay, 1c up, Acc.
- Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Competitive sport short-stories up to 5000; novelettes 10,000 (query on serials, articles). Ronald Oliphant, Good rates, Acc.
- Stag**, 570 7th Ave., New York. (M) Sophisticated, sports, controversial, fad-suggesting articles, essays, short-stories 2500-4000; verse, fillers, photos, cartoons, F. Hecht, Mng. Ed. 1c or by arrangement, Acc.
- Startling Detective Adventures**, (Country Press) 1501 Broadway, New York. (M-15) True detective stories, solved cases, 1000-5000; serials 2 to 3 parts, 4000-5000 each installment; photos essential. Convict, police cartoons. Leonard W. Diegre, 1½c up, photos \$3 up, cartoons \$5, Acc. (Advisable to query.)
- Star Western Magazine**, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000; novels 18,000. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.
- Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Clean, young love short-stories, swiftly moving, with ardent love interest, strong love conflict, 1500-5000; complete short novels 25,000-30,000, novelettes 10,000-20,000; serials 40,000-50,000. Helen MacVichie, 1 to 1½c, Acc.
- Ten-Story Love Magazine**, (Ace Mags.) 67 W. 44th St., New York. (M) Dramatic love short-stories 2000-6000; novelettes 8000-10,000; some young marriage love stories. Rose Wyn, 1c up, Acc.
- 10 Story Western**, (Popular) 205 E. 42nd St., New York. (M-10) Dramatic human-interest Western short-stories up to 5000; novelettes 9000; novels 15,000. Rogers Terrill, ed. director; Willard Crosby, ed. 1c up, Acc.
- Terror Tales**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery-terror short-stories with eerie overtones, true interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill, ed. director; Loring Dowd, ed. 1c up, Acc.
- Texas Rangers**, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-moving, action-packed short-stories, Western law man's viewpoint, 1000-6000. Leo Margulies, 1c up, Acc.
- This Week**, (United Newspaper Mag. Corp.) 420 Lexington Ave., New York. (W) Adventure; romantic, mystery short-stories 1500 to 5000; short articles on popular science, adventure, sports, glamorous personalities, and subjects that make for a better America, 1000 to 1800 with photos; fillers 200-1000, cartoons. Mrs. William Brown Meloney, First-class rates, Acc.
- Thrilling Adventures**, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. Director, 1c up, Acc.
- Thrilling Confessions**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sensational, somewhat sexy first-person love stories 1000-6000. Leo Margulies, Ed. director, 1c, Acc.
- Thrilling Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies, 1c up, Acc.
- Thrilling Love Magazine**, (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director, 1c up, Acc.
- Thrilling Mystery**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Query on lead novels. Leo Margulies, 1c up, Acc.
- Thrilling Ranch Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories, novelettes 1000-10,000, novels 20,000. Leo Margulies, 1c up, Acc.
- Thrilling Sports**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000, novelettes 7500-10,000; mature angle, woman interest allowed. Leo Margulies, 1c up, Acc.
- Thrilling Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Slight girl interest permissible. Leo Margulies, 1c up, Acc.
- Thrilling Wonder**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Pseudo-scientific adventure stories up to 10,000. Leo Margulies, 1c up, Acc.
- Top-Notch Magazine**, (S. & S.) 79 7th Ave., New York. (Bi-M-10) Outdoor adventure short-stories 3000-5500; novels and novelettes 9000-15,000; occasional fantastic adventure stories. Short-stories 750-2000. F. Orlin Tremaine, Good rates, Acc.
- True Cases of Scotland Yard**, 39 W. Putnam Ave., Greenwich, Conn. (Q-25) True stories of solved English detective cases 4500-6000; news and police photos. W. M. Messenger, 1½c, photos \$3-\$5, Acc.
- True Confessions**, (Fawcett) 1501 Broadway, New York. (M-10) First-person, confession short-stories 4500-6000, based on sex problems; novelettes 20,000, serials up to 15,000; articles covering social problems, love, marriage, divorce. Miss Beatrice Lubitz, 1½c to 3c, Acc.
- True Detective Mysteries**, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send or detailed instructions and case cards. John Shuttleworth, Basic rate 2c, photos \$2 to \$5, Acc.
- True Experiences**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-35,000. Henry Lieferant, 2c up, Acc.
- True Magazine**, (Country Press) 1501 Broadway, New York. (M) First and third person fact detective stories 1000-7000, playing up police officers; official by-line if possible; must be accompanied by art. Lionel White, 1½ to 2c, photos \$3, Acc.
- True Romances**, (Macfadden) Chanin Bldg., New York. (M-20) True first-person short-stories 1000-8000; true-story serials 15,000-35,000. Henry Lieferant, 2c up, Acc.
- True Story Magazine**, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000. William Jourdan Rapp, 2c, Acc.
- Vogue, Incorporating Vanity Fair**, (Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, foibles, interests of the day, 1500-2000; travel photos. Edna W. Chase, Good rates, Acc.
- War Birds**, (Dell) 149 Madison Ave., New York. (M-10) Realistic short-stories of navy and army flying, either World War or today, 5000; novelettes 10,000. Slight romantic interest. Arthur Lawson, 1c up, Acc.
- Western Romances**, (Dell) 149 Madison Ave., New York. (M-10) Romantic Western short-stories 4500-6000; novelettes 10,000-12,000. Arthur Lawson; Jack Burr, associate, 1½c, Acc.
- Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories up to 5000; complete novels 20,000; serials up to 80,000, 12,000-word installments. F. E. Blackwell, Dorothy Hubbard, associate, Good rates, Acc.
- Whisperer, The**, (S. & S.) 79 7th Ave., New York. (M-10) Detective short-stories, novelettes, 2000-8000. Fast action, police or private officer heroes; tough in action, some woman interest. John L. Nanovic, 1c, Acc.
- Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000-6000, novelettes 12,000-15,000. Ronald Oliphant, Good rates, Acc.
- Woman's Home Companion**, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane, First-class rates, Acc.
- Woman's World**, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-4000, serials 25,000-30,000; short verse. R. M. Wallace, Good rates, Acc.

## LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

- Acc Sports.** (Acc Mags.) 67 W. 44th St., New York. (M) Boxing, wrestling, baseball, basketball, hockey, college and professional short-stories, novelettes, up to 10,000. Woman interest. No first-person. A. A. Wyn. 1c up. Acc. or shortly after.
- Action-Packed Western.** (Double-Action) 60 Hudson St., New York. (M-15) Western short-stories, novelettes. Cliff Campbell. ½ to 1½c. Acc.
- Adventure Novels.** (Double-Action) 60 Hudson St., New York. (Bi-M-15) Western, adventure, detective short-stories, novelettes, up to 30,000. Cliff Campbell. ½ to 1½c. Acc.
- All Star Adventure Magazine.** (Red Circle) RKO Bldg., New York. (Bi-M-15) Fast-action adventure stories up to 10,000. Rates by arrangement. Acc.
- Amazing Stories.** (Teck) 461 8th Ave., New York. (Bi-M-25) Short stories based on correct science 5000-20,000; novelettes 20,000-50,000. T. O'Connor Sloane, Ph.D. ¼c. Pub.
- America.** 329 W. 108th St., New York. (W-10) Articles on topics of current interest affecting Catholics, factual, reasoned, constructive, 2000; short modern verse. Francis Talbot, S.J. 1c. Pub.
- American Cookery.** 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up. Acc.
- American Detective Cases.** (Artivision Pub. Co.) 551 5th Ave., New York. (M-25) Fact stories on current crimes 5000-8000; pictures, official by-lines. Robert Borden. 1½c. \$3 per picture. Pub.
- American Hebrew and Jewish Tribune.** 48 W. 48th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. ½c up, photos \$1 up. Pub.
- American Press.** The, 225 W. 39th St., New York. (M) Success stories of newspapermen, problems and solutions in newspaper production; dramatic reportorial experiences. Percy B. Scott. Indefinite rates. Pub.
- American Review.** The, 231 W. 58th St., New York. (M-25) Reviews, articles, comment. No poetry or fiction. Prefers query. Seward Collins. 1c. Pub. (Slow reports.)
- American Scholar.** The, (published by Phi Beta Kappa for general circulation) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles, essays on literature, art, science, economics, politics, education, etc., about 3000; brief accounts of scholarly, scientific projects; poems; no fiction or fillers. Wm. Allison Shimer. About 34 printed page, shortly after Acc.
- American Spectator.** The, 132 W. 31st St., New York. (Bi-M-15) Feature articles and satire, dealing with current events, politics, literature, science, exposes, up to 2000. Max Lehman. 1c. Pub.
- Arcadian Life.** Caddo Gap, Ark. (M-15) Short folklore material, especially pertaining to Ozark region. Short pastoral poems. O. E. Rayburn. ¼c up. Pub.
- Atlantica.** 33 W. 70th St., New York. (M-15) Articles of interest to Americans of Italian origin, up to 2000; short-stories. Dr. F. Cassola. Payment occasionally at ½c. Pub.
- Bachelor.** 515 Madison Ave., New York. (M) Articles, short-stories for men. Fanchon Devoe. Fair rates, Acc.
- Bandwagon.** "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires, short short-stories 1000-1500; essays 500-1000; short verse; news fillers; photos, cartoons, cartoon ideas. Martin Hefflin. ¼c up, 10 days after Pub. Photos \$2 of Oklahomans, Texans. \$2 up.
- Beaver.** The, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500, illustrations essential. Douglas MacKay. 1½c. Pub.
- Bedtime Stories.** (D. M. Pub. Co.) Dover, Del. (M-25) Spicy, snappy short-stories 2500-3500; verse, jokes, cartoons. ¼c. Pub.
- Best Love Magazine.** (Red Circle) RKO Bldg., New York. Love short-stories. Martin Goodman. Rates by arrangement.
- Best Sports Magazine.** (Red Circle) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists, 5000-10,000; novelettes 12,000-15,000. S. Charles Goodman. Rates by arrangement.
- Best Western Magazine.** (Red Circle) RKO Bldg., New York. (Bi-M-15) Western action short-stories, novels. Martin Goodman. Rates by arrangement. Pub.
- Big Book Western.** (Popular) 205 E. 42nd St., New York. (Bi-M-15) A few short-stories 5000. Western novelettes 10,000; novels 30,000; Western fact articles 1000. Rogers Terrill, ed. director; Willard Crosby, ed. ¼c. Acc.
- Black Book Detective Magazine.** (Ranger) 220 W. 42d St., New York. (M-10) Mystery, detective short-stories 2000-8000; novelettes 10,000-15,000; novels 20,000-25,000. Alice Phillips, Mng. Ed. Rates by arrangement.
- Blade & Ledger.** 500 N. Dearborn St., Chicago. (M-10) One good short-story monthly; overstocked with articles, verse. Francis J. Cummings. Varying rates, Acc.
- Blue Ribbon Sports.** (Blue Ribbon) 60 Hudson St., New York. (M) Sport short-stories, novelettes 2000-15,000. Cliff Campbell ½ to 1½c. Acc.
- Blue Ribbon Western.** (Blue Ribbon) 60 Hudson St., New York. (M) Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c. Acc.
- B'nai B'rith Magazine.** 70 Electric Bldg., Cincinnati, O. (M-15) Short-stories of Jewish interest 1500; articles and essays 1000-3000. Edward E. Grusd. 1c. Pub.
- Canadian Countryman.** 198 Richmond St., W. Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKee. ¼c. Pub.
- Canadian Geographical Journal.** Brock Bldg., 172 Wellington St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dallyn. ¼c up. Pub.
- Canadian Magazine.** 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000; photos, cartoons, cartoon ideas. Joseph Lister Rutledge. Up to 1c. Pub.
- Collegiate Digest.** 420 Sexton Bldg., Minneapolis, Minn. (W-5) Articles on college subjects 500; photos. Frederick J. Noer. Varying rates, photos \$3. Acc.
- Commonweal.** The, 386 4th Ave., New York. (W) Catholic review. Articles up to 3000; verse. Michael Williams. About 1c. verse 30c line. Pub.
- Complete Northwest Novel.** (Double-Action) 60 Hudson St., New York. (Bi-M-15) Action short-stories of the Northwest Mounted, logging, mining, 2000-15,000; novels 30,000-60,000. Cliff Campbell. ½c to 1½c. Acc.
- Complete Sports.** (Red Circle) RKO Bldg., New York. (M-10) Sport short-stories, novelettes. Rates by arrangement.
- Complete Western Book.** (Red Circle) RKO Bldg., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000. Martin Goodman. Rates by arrangement. Acc.
- Cowboy Romances.** (Blue Ribbon) 60 Hudson St., New York. (M) Western love short-stories, novelettes 2000-15,000; novels 20,000-30,000. Cliff Campbell. ½ to 1½c. Acc.
- Current Digest.** 152 W. 42nd St., New York. (M) Reprint, also original non-fiction articles 1500-2000. Mary Theresa Gronich. ¼ to 1c. Acc.
- Current History.** 63 Park Row, New York. (M-25) Articles on current political, industrial, economic, sociological trends, personalities, national and international, 2000-3000. Photos, cartoons. M. E. Tracy. 2c. Pub.
- Current Ideas.** 540 N. Michigan Ave., Chicago. (M-15) Popular scientific, radio, aviation, progressive-living short articles, preferably illustrated. "How-to-Make" articles with drawings. Edward L. Schoen. Indefinite rates. Pub.
- Dance.** 49 W. 45th St., New York. (M-25) Articles on dance methods, etc., for professionals, up to 1500. Prefers query. Paul R. Milton. 1c. Pub.
- Detective and Murder Mysteries.** (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories 3000-5000, novelettes 10,000-12,000, novels 20,000; no sex. M. T. Pattie. ½c up. Pub.
- Detective Reporter.** 205 E. 42nd St., New York. (M) Fiction dealing with reporters and crime. Rates not at hand.
- Detective Short-Stories.** (Red Circle) RKO Bldg., New York. (M-10) Detective short-stories. Rates by arrangement.
- Digest.** The, 233 Fourth Ave., New York. (W-10) Reviews, comment, chiefly staff-written. Albert Shaw. 1c up. Pub.
- Double Action Gang.** (Double-Action) 60 Hudson St., New York. (M) Gangster short-stories, novelettes. Cliff Campbell. ½ to 1½c. Acc.
- Double Action Western.** (Double-Action) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c. Acc.
- Economic Forum.** 44 Beaver St., New York. (M-25) Articles on economic, political, sociological problems; photos of economic conditions. Joseph Mead. Indefinite rates. Pub.
- Eve.** 80 8th Ave., New York. (M-15) Articles, short-stories of interest to Jewish women 2500; novels 50,000. C. Belle Makarius. 1c. Pub.
- Eye-Opener.** (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes, jingles, cartoon roughs. Phil Rolfsen. \$1 to \$3. Pub.
- Family Herald and Weekly Star.** St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column. Pub.
- Flash Gordon.** (CJH Pub. Co.) 49 W. 45th St., New York. (M) Novels, contract-written; buys pseudo-scientific, futuristic short-stories 3000-5000, and fillers. Harold Hersey. Rates by arrangement. Pub.
- Flying Aces.** (Acc Mags.) 67 W. 44th St., New York. (M-15) Meaty fact articles, dramatically told, principally of modern aviation, 1500-3000; occasional modern air short-stories 4000-6000; modern and war photos; aviation jokes, cartoons, short humorous verse. A. A. Wyn. 1c. photos \$1 up, shortly before Pub.
- Fortune.** 135 E. 42d St., New York. (M-\$1) Articles with industrial tie-up. 90% staff-written. Original MSS. or source material purchased. 5c up. Pub.
- Forum.** 570 Lexington Ave., New York. (M-35) Controversial and human-interest articles, essays, verse. Henry Goddard Leach. Good rates. Pub.
- Gay Book.** 201 N. Broad St., Philadelphia. (M-25) Humorous, sophisticated short-stories 1500-2500; sex slant; verse 4-24 lines; jokes, skits, cartoon ideas, cartoons, art work. Wm. H. Kofoed. ¼c to 1c. Acc.
- Gay Broadway.** (D. M. Pub. Co.) Dover, Del. (Q-25) Spicy short-stories with Broadway backgrounds. ¼c. Pub.
- Gay Parisienne.** (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle. French locale 3000-3500, 3-part novelettes 10,000. ¼c. Pub.
- G-8 and His Battle Aces.** (Popular) 205 E. 42d St., New York. (M-10) Closed market. Wm. Fay.
- Gentlewoman.** 154 W. 14th St., New York. (M-15) Love and action short-stories, small-town home-woman appeal, 1000-3000 and 8000-10,000. Marion White. ¼c. Pub.
- Grit.** Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$2. Acc.
- Gunsmoke Western.** (Red Circle) RKO Bldg., New York. (M-10) Western short-stories, complete novels. Rates by arrangement.

**Home Friend and Illustrated Mechanics**, The, 1411 Wyandotte St., Kansas City, Mo. (M) Illustrated articles, general interest, for small-town readers, 2000-3000; overstocked with short-stories, poems, Leona Johnston.  $\frac{1}{2}$  to  $\frac{3}{4}$  c, illustrations 50c to \$2, Acc.

**Independent Woman**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200-2000; controversial articles on business and professional women's problems, stories of achievement; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35 per article, verse \$2 or \$3, Acc.

**Inner Culture**, 3880 San Rafael Ave., Los Angeles. (M-25) Non-sectarian articles on philosophy, metaphysics; departmental material. Louise Guntton Royston, Ass. Ed. Indefinite rates.

**International Detective Cases**, (Artvision) 551 Fifth Ave., New York. (M-25) Foreign detective cases, 5000 to 7000. No pictures or by-lines necessary. Robert Borden. 1c, Pub.

**Intimate Confessions**, (Double-Action) 60 Hudson St., New York. (M) First-person confession stories.  $\frac{1}{2}$  to  $\frac{1}{4}$  c, Acc.

**Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000 to 2000; Isaac Rosengarten, \$3 per M., poems \$1 up, Pub. (Unsatisfactory market.)

**Judge**, 16 E. 48th St., New York. (M-15) Humorous articles, satirical essays of current events, 400-1200; humorous verse, timely jokes, skits, epigrams, Jack Shuttleworth. 5c to 7c, Pub.

**Kaleidograph, A National Magazine of Poetry**, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices, Whitney Montgomery, Vaida Stewart Montgomery. Prizes.

**La Parée Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle, French locale, 3000-3500, 3-part novelettes 10,000,  $\frac{1}{4}$  c, Pub.

**Leisure**, 683 Atlantic Ave., Boston. (M-15) Articles on leisure time pursuits, hobbies, 1600; photos. John U. Riley.  $\frac{1}{4}$  c, Pub.

**Lone Ranger**, The, (Trojan) 125 E. 46th St., New York. (M-10) Western short-stories up on assignment; fillers up to 500, Samuel Bierman. 1c up, Acc.

**Lu-Lu**, (Sun Pubs.) 529 S. Clark St., Chicago. (M) Jokes, skits, anecdotes, humorous miscellany up to 600; cartoon ideas. A. J. Gontier, Jr. 1c, jokes 50c, picture ideas \$1, Acc.

**Masked Rider Western**, The (Ranger) 220 W. 42d St., New York. (M) Western short-stories 2000-6000; novelettes 10,000-15,000. Jack Phillips. Rates by arrangement, Pub.

**Mayfair**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

**Menorah Journal**, The, 63 5th Ave., New York. (Q-1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

**Modern Love Magazine**, (Red Circle) RKO Bldg., New York. (M-10) Love short-stories, novelettes. Rates by arrangement.

**Modern Psychologist**, The, 112 W. 42d St., New York. (M-25) Articles, essays on psychology in all phases up to 3000. G. E. Bennett. Rarely pays.

**Modern Thinker**, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Timely controversial articles 2500 to 3500. Dr. Dagobert D. Runes. Rarely pays.

**Mothers Home Life**, Winona, Minn. (M-5) Short-stories of interest to small-town and country families, 2500-3000, articles 500-1000. D. Leicht. Low rates, Pub.

**Movie Humor**, (Utem Pubs.) 404 4th Ave., New York. (M) Cartoons. M. R. Reese. Fair rates, Acc.

**Nation**, The, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. 2c, Pub.

**National Home Monthly**, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; love, adventure, animal, mystery, etc., short-stories, 3500-7000; novelettes, serials, verse. L. E. Brownell. Fair rates, Acc.

**New Masses**, 31 E. 27th St., New York. (W-15) Economic, sociological articles, Marxian standpoint; proletarian short-stories, sketches, poems, cartoons. Varying rates, Pub.

**New York Woman**, The, 11 E. 36th St., New York. (W) Articles, N. Y. locale, largely staff-written. Stanley Walker.

**North American Review**, 597 Madison Ave., New York. (Q-1) Short-stories of atmosphere, literary quality, 6000-8000; articles, essays on American arts and letters, popular science, sociology; poetry. John H. Pell. 2c, Pub.

**Opinion**, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. 1c, Pub.

**Opportunity**, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.

**Our Army**, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. Carl Gardner. Up to  $\frac{1}{4}$  c, Pub.

**Our Dumb Animals**, 180 Longwood Ave., Boston. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, fillers, up to 500; verse up to 24 lines, photos. Guy Richardson.  $\frac{1}{4}$  c up, poems \$1 up, Acc.

**Our Navy**, 191 Joralemon St., Brooklyn, N. Y. (M) Articles on modern naval subjects 2000-4000; action naval short-stories; photos. C. W. Stevenson. Varying rates, Pub.

**Outwitting Handicaps**, Alfred St. P. O., Box 96, Detroit, Mich. (M) Articles on achievements, rehabilitation of handicapped persons, up to 2000. Harry E. Smithson.  $\frac{3}{4}$  to  $\frac{1}{2}$  c, Acc.

**Overland Monthly and Outwest Magazine**, 305 Douglas Bldg., Los Angeles. (M-25) Western interest articles, short-stories, verse. Arthur H. Chamberlain. Indefinite rates.

**Paris Nights**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Short-stories 3000-5000 with sex interest, French or Parisian setting; jokes, paragraphs, cartoons. M. T. Pattie.  $\frac{1}{4}$  c, Pub.

**Pop Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000; sex angle.  $\frac{1}{4}$  c, Pub.

**Philippine Magazine**, 217 Desmarinas St., Manila, P. I. (M-20) Articles, essays, short-stories 1500-3000 on Philippine, Far-Eastern subjects; verse. A. V. H. Hartendorp. 1c up, Pub.

**Poetry, A Magazine of Verse**, 232 E. Erie St., Chicago. (M-25) High-class verse. Morton D. Zabel. \$6 page (28 lines), Pub.

**Private Detective**, (Trojan) 125 E. 46th St., New York. (M-15) Detective short-stories, novelettes. Rates not at hand.

**Psychology**, 381 4th Ave., New York. (M-25) Psychological or inspirational articles, personal experience stories up to 1500. E. Field.  $\frac{1}{2}$  to 1c, Acc. or within 30 days after Pub.

**Quick-Trigger Western Novels**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Western novelettes, novels. Martin Goodman. Rates by arrangement.

**Real Northwest Adventures**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Action short-stories of the Northwest Mounted, logging, mining, 2000-15,000; novels 30,000. Cliff Campbell.  $\frac{1}{2}$  to  $\frac{1}{4}$  c, Acc.

**Real Western**, (Double-Action) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. L. H. Silberkleit.  $\frac{1}{2}$  to  $\frac{1}{4}$  c, Acc.

**Red Seal Western**, (Ace Mags.) 67 W. 44th St., New York. (M) Western short-stories, novelettes, Rose Wyna.  $\frac{1}{4}$  c up, Acc.

**Ringmaster**, 381 4th Ave., New York. (M-50) Short critical articles, satire. Harry McGuire. Varying rates, Pub.

**Rural Progress**, 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with wide appeal 1200-1800; jokes, art work, cartoons, cartoon ideas, photos. Glenn Frank. 3c up, jokes \$3 to \$6, Pub.

**Saturday Night**, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell.  $\frac{1}{2}$  to 1c, photos \$2 to \$3, Pub.

**Scarlet Adventuress**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Sophisticated short-stories of female adventuresses, sex without licentiousness, 3000-5000, novelettes 10,000-12,000; novels 20,000. M. T. Pattie.  $\frac{1}{4}$  c up, Pub.

**Scarlet Confessions**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Frank, intimate first-person confessions, no sordidness, 3000 up. M. T. Pattie.  $\frac{1}{4}$  c up, Pub.

**Screen & Radio Weekly**, Detroit Free Press, Detroit, Mich. (W) Short-stories, screen and radio backgrounds, 1200-1500. Douglas D. Martin. Rates not at hand.

**Sentinel**, The, 511 S. Sangamon St., Chicago. (W-10) Short-stories, Jewish theme, 1900-2200. Louis S. Berlin. \$5 a story, Acc.

**Sexology**, 99 Hudson St., New York. (M-25) Medical, psychological articles preferably by physicians. David H. Keller, M.D.  $\frac{1}{2}$  to 1c, Pub.

**Short Stories**, (Doubleday) Garden City, New York. (2-M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000, outdoor fillers 50-500. True adventures up to 1000. Dorothy McIlraith. 1c up, 2 months before Pub.

**Silhouettes**, 303 Rosewood, Ontario, Calif. (Q-35) Good poems, articles. James Neill North. \$1 each, Acc. Prizes.

**Smashing Western**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Fast-action, dramatic, emotional Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell.  $\frac{1}{2}$  to  $\frac{1}{4}$  c, Acc.

**Snappy**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy, light short-stories 3000-3500, novelettes 10,000, sex angle.  $\frac{1}{4}$  c, Pub.

**Southern Review**, Louisiana State Univ., Baton Rouge, La. (Q-75) Articles on literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.

**Spicy Adventure Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventures involving girls and sex, short-stories up to 5000. Lawrence Cadman. Up to 1c, Acc.

**Spicy Detective Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong sex elements. Lawrence Cadman. Up to 1c, Acc.

**Spicy Mystery Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Mystery short-stories with sex elements 2500 to 5500, eerie and terror angles. Lawrence Cadman. Up to 1c, Acc.

**Spicy Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000, sex angle.  $\frac{1}{4}$  c, Pub.

**Spicy Western Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Western short-stories, up to 5000, sex elements. Lawrence Cadman. Up to 1c, Acc.

**Spur**, The, 515 Madison Ave., New York. (M-50) Articles, editorials on sport, travel, art, personalities, usually on assignment. Robert B. Renfro. Indefinite rates, Pub.

**Star Detective**, (Red Circle) RKO Bldg., New York. (Bi-M) Fast-action, hard-boiled detective stories 7000 to 10,000. Rates by arrangement, Acc.

**Star Sports Magazine**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists, 5000-10,000; novelettes 12,000-15,000. S. Charles Goodman. Rates by arrangement.

**Story**, 432 4th Ave., New York. (M-25) Distinctive short-stories, "novellas." Whit Burnett, Martha Foley. Moderate rates, Pub.

**Super Western**, (Ace Mags.) 67 W. 44th St., New York. (M) Pioneer Western short-stories up to 6000, novelettes 10,000-12,000, novels 45,000. A. A. Wyn.  $\frac{1}{4}$  c up, Pub.

**Sure Fire Detective**, (Ace Mags.) 67 W. 44th St., New York. (M) Well-plotted detective short-stories 4000-6000, short shorts 1000-3000, novelettes 10,000-14,000, any hero type. A. A. Wyn. 1c up, Pub.

**Sure Fire Western**, (Ace Mags.) 67 W. 44th St., New York. (M) Western short-stories, novelettes. A. A. Wyn.  $\frac{1}{4}$  c up, Pub.

**Tails**, 403 Central Bldg., Pasadena, Calif. (M-20) Articles of California interest, sophisticated short-stories, 400-2000. 1c up; verse, no payment; photos \$3, Acc.

**Tattle Tales**, (D. M. Pub. Co.) Dover, Del. (Q-25) Spicy, snappy short-stories 2500-3500; verse, jokes, cartoons.  $\frac{1}{4}$  c, Pub.

**Ten Detective Aces**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000-20,000. A. A. Wyn. 1 to 2c, Acc. or shortly after.



**10 Story Book**, (Sun Pubs.) 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub.

**Ten Story Sports**, (Blue Ribbon) 60 Hudson St., New York. (M) Sport short-stories, novelettes 2000-15,000. Cliff Campbell. ½ to 1½c, Acc.

**They Say**, 112 E. 19th St., New York. (M) True dramatic stories of persons whose sayings are amusing, exciting, helpful. Herbert Hungerford. Fair rates, Pub.

**Today's Astrology**, (Magna Pubs.) Mt. Morris, Ill. (M-10) Astrological articles written for laymen. Irvin Ray. ¼c, Pub.

**Toronto Star Weekly**, 80 King St., Toronto, Canada. (W-10) Feature articles, Canadian and general appeal, up to 2500, short-stories up to 3000; love, mystery, sport, adventure themes; powerful, distinctive short-stories 5000-6000; short shorts 1000-1500. Fillers, news items, photos, art work. ¼c up, Acc.

**Town Tidings**, Ellicott Squ., Buffalo, N. Y. (M) Short, humorous, smartly written yarns with appeal to class audience 1000; anecdotes with local twist 400-500; overstocked with verse; cartoons. B. C. Webster. 1c, Pub.

**Travel**, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$1 to \$5 per photo, Pub.

**Trips**, The Magazine of Travel, 565 5th Ave., New York. (M-50) Largely self-written. Query on unusual travel material, outstanding photos. James A. Clark. Varying rates, Acc.

**True Gang Life**, (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories centering around gang life 3000 up, woman interest but subordinated. M. T. Pattie. ½c up, Pub.

**Two-Gun Western**, (Red Circle) RKO Bldg., New York. (B-M-15) Western novelettes 10,000-15,000. S. Charles Goodman. Rates by arrangement.

**Undercover Detective Stories**, 1614 N. Broad St., Philadelphia. (M) Illustrated fact-fiction detective stories 1500-5000; fillers on crime topics 50-250. Send synopsis first. J. Clark Samuel. Indefinite rates, Acc.

**Virginia Quarterly Review**, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000; occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 page (350 words), verse 50c line, Pub.

**Voyager**, The, 5 Beekman St., New York. (M) Semi-fictional, humorous, sophisticated travel articles 500-1500. Demie Genattis. Articles with photos, \$20 each, without photos, \$15, Pub. (Slow in paying and reporting.)

**Waldorf-Astoria Promenade**, 40 E. 34th St., New York. (M) Diverting short-stories 1500-2000; articles, essays, 900-1000; verse, drawings, cartoons. Letitia Chaffee. 1½c up, Pub.

**Weird Tales**, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 35,000; weird detective stories; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

**West**, (Ranger Pubs.) Garden City, N. Y. (M-15) Western fiction. Not buying at present. Edmund Collier. Rates by arrangement.

**Western Aces**, (Ace Mags.) 67 W. 44th St., New York. (M) Emotional Western short-stories up to 5000; novelettes 10,000-20,000, with strong human interest—range, outlaw, mines, etc. A. A. Wyn. 1c up, Acc. or shortly after.

**Western Action Novels**, (Double-Action) 60 Hudson St., New York. (M-15) Dramatic Western short-stories, novelettes, 2000-15,000, novels 20,000-40,000. L. H. Silberkleit. ¾ to 1½c, Acc.

**Western Fiction Monthly**, (Red Circle) RKO Bldg., New York. (M-15) Western short-stories, 3000-7000; novelettes 20,000. Martin Goodman. Rates by arrangement, Acc.

**Western Novel and Short Stories**, (Red Circle) R K O Bldg., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000; novels 60,000. Martin Goodman. Rates by arrangement, Acc.

**Western Short Stories**, (Red Circle) RKO Bldg., New York. (M-10) Western short-stories. Rates by arrangement.

**Western Trails**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 5000; novelettes 10,000-15,000. No first-person stories. A. A. Wyn. 1 to 2c, Acc. or shortly after.

**Wild West Stories and Complete Novel Magazine**, (Teck) 461 8th Ave., New York. (M-10) Western short-stories 1000-4000; novelettes 15,000-25,000. ¼c, Pub.

**Woman Today**, The, 112 E. 19th St., New York. (M-10) Articles, short-stories, of interest to women in industry; anti-war and anti-fascist. No payment.

**Yale Review**, Box 1729, New Haven, Conn. (Q-51) Articles on current political, literary, scientific, art subjects 5000-6000. Wilbur Cross. Good rates, Pub.

**Yankee**, Dublin, N. H. (M-25) Short-stories up to 3000, articles, essays, 1200-1400, verse, jokes, anecdotes, oddities, epigrams; photos, cartoons, all of Yankee flavor. Robb Sagendorph; Beth Tolman, associate. Articles about \$20; stories, \$25 to \$50; items \$1, verse 50c line, Acc.

## LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

### AGRICULTURAL, FARMING, LIVESTOCK

**Breeder's Gazette**, Spencer, Ind. (M-10) Short-stories of success in livestock farming under 1500, including methods of feeding and management. Livestock breeding and feeding articles. R. W. Poulton, Mng. Ed. 1c, photos \$2, Pub.

**Capper's Farmer**, Topeka, Kan. (M) Authenticated experience articles on farming 800-1500, short-stories 3000-5000, serials 25,000, jokes. Ray Yarnell. 1c up, jokes \$1, Acc.

**Farm and Ranch**, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. ½ to 1c up, Pub.

**Farm Journal**, The, Washington Square, Philadelphia. (M-10) Agricultural articles with photos 300 to 600; novelettes 18,000. Arthur H. Jenkins. 2c up, fiction 5c up, Acc.

**Farmer Magazine**, The, 73 Richmond St., W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. C. H. Hodge. Indefinite rates, Pub.

**Hatchery Tribune**, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. ½ to 2c, Acc.

**Hoard's Dairyman**, Fort Atkinson, Wis. (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

**Iowa and Corn Belt Farmer**, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

**Ohio Farmer**, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

**Poultry Item**, Sellersville, Pa. (M-15) Articles on poultry raising, successful poultrymen, their establishments, equipment, experience, etc., 1500. S. L. Althouse. Good rates, Pub.

**Poultry Tribune**, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

**Progressive Farmer**, Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories, Southern appeal preferred, 2000-4000, (submit to Dallas, Tex. office, 1105 Insurance Bldg.). Eugene Butler, 2c, Acc. (Overstocked.)

**Southern Dairy Products Journal**, Commercial Exchange Bldg., Atlanta, Ga. (M) Features on dairy management in Southern states. F. H. Sorrow. ¼c, Pub.

**Successful Farming**, (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800 to 6000; 2-instalment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1½c up, verse 25c line, Acc.

### ART, PHOTOGRAPHY

**Camera**, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. ¼c, Acc.

**New Photo Miniature**, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000-15,000. John A. Tennant. \$50 each, Acc. (Submit outline first.)

**Photographic Digest**, 267 5th Ave., New York. (M-25) Articles, 500 to 1200, written around a photographic subject, but not necessarily technical. Geo. W. Hesse. ¼c, Pub.

**Popular Photography**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Unusual articles on photography 1000-2500, adventure features, success stories, how-to-make-it; brief articles 100-750, striking photos. B. G. Davis. 1c up, photos \$3-\$5, Acc.

### AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION

**Aero Digest**, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. ¼c up, Pub.

**American Motorist**, Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Illustrated travel articles, vicinity of Washington, D. C., and Eastern states, 1000-1500, also 1000-word true animal stories; very little verse. F. Kay Buschman. 1c, Pub.

**Aviation**, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. S. Paul Johnston. Good rates, Pub.

**Highway Magazine**, Armo Culvert Mfrs. Assn., Middletown, O. (M) Articles on drainage, operation, improvements on public highways, etc., use of roads and streets 800-1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

**Motorboat**, 63 Beekman St., New York. (M-20) Articles of practical interest to boat owners. Gerald T. White; E. S. Nelson, associate. ¼ to 3c, Pub.

**Popular Aviation**, (Ziff-Davis Pub. Co.) 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanical articles, semi-technical true war experiences, new developments in aviation, gas model information 2500 maximum. Fillers 100 to 800. B. G. Davis, ed.; J. B. Rathbun, mng. ed. ¼c or 1c, including photos, Pub.

**Power Boating**, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on power boating subjects. Indefinite rates, Acc.

**Rudder**, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

**Trailer Caravan**, The, C. P. A. Building, 2411 14th St., Detroit, Mich. (M-10) Illustrated articles on trailer travel, auto travel, to spots unusual up to 2000; short-stories 1000-2000; photos, cartoons, cartoon ideas, little verse. Edwin Fisher Forbes, Mng. Ed. ¼ to 1c, Pub.

**Western Construction News**, 333 Kearney St., San Francisco. (M-25) Articles on all phases Western civil engineering. J. I. Ballard. Varying rates.

**Western Flying**, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Pritchard. 25c inch, Pub. (Overstocked.)

### BUSINESS, ADVERTISING, SALESMANSHIP

**Advertising Age**, 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. Harry E. Shubert, Mng. Ed. 1c, Pub.

**American Business**, (Dartnell Pubs.), 4660 Ravenswood Ave., Chicago. (M-35) Material 97% staff-written, but buys occasional concrete examples of business success in manufacturing, wholesale, financial fields. Query. Eugene Whitmore, \$35 and up for 2000 words, Pub.

**Bankers' Magazine**, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. ¼c up, Pub.

**Barron's**, 44 Broad St., New York. (W-25) Authoritative business and financial articles 500-2500. Thomas W. Phelps. Indefinite rates, Acc.

**Burrough's Clearing House**, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.



**Commerce**, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Alan Sturdy. Rates variable. (Overstocked.)

**Credit & Financial Management**, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c. Pub.

**Forbes Magazine**, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

**How to Sell**, 75 E. Wacker Drive, Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800 to 4000. R. C. Remington. 3/4 to 1 1/2c. Pub.

**Independent Salesman**, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling up to 1200. M. E. Siegel. 3/4 to 1c. photos \$1. Pub.

**Mail Order Journal**, 381 4th Ave., New York. (M-100) Case histories, fact stories about mail-order business. H. A. Smith. 1c. Pub. (Query.)

**Nation's Business**, The, 1615 H. St., N.W., Washington, D.C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Good rates, Acc.

**Opportunity**, 333 N. Michigan Ave., Chicago. (M-15) Action short-stories up to 3000; features with broad human interest and inspirational appeal; fillers. Geo. F. Peabody. 3/4c up. Pub.

**Postage and Mailbag**, 119 W. 19th St., New York. (M-10) Direct-mail advertising articles. John Howie Wright. 1c. Pub. (Overstocked.)

**Printers' Ink**, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

**Rand McNally Bankers Monthly**, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beatty. Good rates, Pub.

**Sales Management**, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c. Pub.

**Savings Bank Journal**, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. J. C. Young. 1c. Pub.

**Signs of the Times**, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. 3/4c. Pub.

**Specialty Salesman**, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-10) Inspirational articles 1000 to 2500; human-interest short-stories 1000 to 2500; fact success articles of direct salesmen, 2000. H. J. Bligh. 3/4c. Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vanderbrook. 1c up. Acc.

**Western Advertising**, 564 Market St., San Francisco. (M-20) Not in market. Robert E. Wade, Jr. 1c to 2c. Pub.

#### BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

**American Home**, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

**Arts and Decoration**, (Robt. M. McBride) 116 E. 16th St., New York. (M-35) Articles, essays, dealing with distinctive homes; the arts, entertainment, decorating and furnishing accessories, household equipment, photos, art work; witty editorials on indoor living. Mary Fanton Roberts. Varying rates, Pub.

**Better Homes & Gardens**, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson. 2c up, usual photo rates, Acc.

**Canadian Homes & Gardens**, (Maclean) 481 University Ave., Toronto, Canada. (M-25) Practical home and garden articles up to 2000, photos. J. Herbert Hodgins. 1c. Pub.

**Country Home Magazine**, The, 250 Park Ave., New York. (M-5) Articles on farming, home improvement, gardening, general features, 2500, mostly staff-written. Short-stories, authentic agricultural background and characters, up to 4500. Wheeler McMillen. Good rates, Acc.

**Country Life**, 444 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estates, travel articles 1500-2000; good photos essential. Mrs. Jean Austin. Indefinite rates, Pub.

**Home Desirable**, The, 221 N. La Salle St., Chicago. (M-free) Articles on home modernization through plumbing and heating 1000; cartoons, photos. W. L. Benson. 1 to 5c. Acc. or Pub. (Overstocked.)

**House & Garden**, (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. 1c up, Acc.

**House Beautiful Combined with Home and Field**, (Hearst) 572 Madison Ave., New York. (M-35) Articles on home-building, planning, decorating, furnishing, gardening (illustrated preferred up to 1500. K. K. Stowell. Good rates, Pub.

**Sunset**, 576 Sacramento St., San Francisco. (M-10) News items, photos, about Pacific Coast gardens, foods, buildings and modernization, travel, outdoors, up to 500; personalities; how-to-do and how-to-make Western out-door material. William I. Nichols. Good rates, Pub.

**Town and Country**, 572 Madison Ave., New York. (M-50) Not in the market. Harry A. Bull.

#### EDUCATIONAL

**Grade Teacher**, The, (Educ. Pub. Corp.) Darien, Conn. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. 3/4c. Pub.

**Industrial Arts and Vocational Education**, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. 3/4c. Pub. (Overstocked.)

**Instructor**, The, (F. A. Owen Pub. Co.) Dansville, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

**Practical Home Economics**, 468 4th Ave., New York. (M-20) Educational articles on home economics and school cafeteria management for teachers and by teachers 1500-2000. Jessie A. Knox. 3/4c. Pub.

**School Activities**, Topeka, Kans. (M-25) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown. 3/4c. Pub.

**School Management**, 9 E. 40th St., New York. (10 yearly-20) 200-word department items, administrative angle, helps for parent-teacher organizations. Lucile D. Kirk, Mng. Ed. \$1 each, Pub.

#### HEALTH, HYGIENE

**Health and Hygiene**, 215 4th Ave., New York. (M-15) Staff-written articles on health and medical subjects. Carl Malmberg. No payment.

**Hygeia**, The Health Magazine, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up. Pub.

**Industrial Medicine**, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud. 1c. Pub.

**Modern Medicine**, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M.A. 3/4c up, photos \$3. Pub.

**Physical Culture**, (Macfadden) 122 E. 42d St., New York. (M-25) Health articles, self-told adventures in health, including mental health, personal problems, happiness, power of achievement, 3-5000; 12-15,000. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

**Trained Nurse & Hospital Review**, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

#### MUSICAL

**Diapason**, 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music, recital programs, reviews 1000-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

**Downbeat**, 608 S. Dearborn St., Chicago. (M-15) Technical matter or news on organs and organists, photos. Glenn Burrs, Carl Cons. 1c. Pub.

**Etude Music Magazine**, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 300-2500; photos, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

**Metronome**, 119 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim. Indefinite rates.

**Musical Forecast**, 891-3 Union Trust Bldg., Pittsburgh, Pa. (M-20) Informational articles of interest to musicians and laymen. David H. Light. \$1 per column, Pub.

#### RELIGIOUS

**Ave Maria**, The, Notre Dame, Ind. (W-10) Short-stories 2800-3000; serials 15-20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Wholesome juvenile adventure short-stories, serials. Rev. F. J. Carroll, C.S.C. \$3 page (700 wds.), poems \$5. Pub.

**Canadian Messenger**, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, bright, pointed but not preachy. 3000; no love stories; articles, essays. Catholic interest, 1000-3000. Rev. J. I. Bergin, S.J. 3/4c. Acc.

**Christian Advocate**, The, (Methodist Book Concern) 150 5th Ave., New York. (W-10) Religious feature articles 1000; short-stories 1500; serials 20,000. 3/4c. Pub.

**Christian Herald**, 419 4th Ave., New York. (M-25) Interdenominational religious, sociological articles 2500; short-stories 2500; serials 50,000; verse, 2 or 3 stanzas. Daniel A. Poling. Varying rates, Pub.

**Cradle Roll Home**, The, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150-800, fact items. Agnes Kennedy Holmes. 3/4c. Acc.

**Good Business**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M) Accounts of successful application of Christ's teachings in business 1000-1200. 1c. Acc.

**Improvement Era**, The, 50 N. Main St., Salt Lake City, Utah. (M-20) General Magazine of Mormon Church for family reading. Short short-stories 800-900; otherwise overstocked. Richard L. Evans. 3/4c. Pub.

**Light**, 405 Bergen St., Brooklyn, N. Y. (M-20) Religious articles for Catholics and non-Catholics; short-stories, up to 2000; verse. William Clark. 1c. Pub.

**Living Church**, The, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000-2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

**Lookout**, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1700-2000; wholesome short-stories 1500-2000, serials up to 12 chapters, 1500-2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. 3/4c. photos \$1 to \$5, one month after Acc.

**Magnificat**, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

**Messenger of the Precious Blood**, Carthage, Ohio. (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt, C.P.P.S., Rev. M. J. Foltz, C.P.P.S. 3/4c. verse 25c. lins. Pub.

**Messenger of the Sacred Heart**, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

**Miraculous Medal**, The, 100 E. Price St., Philadelphia. (Q) Catholic articles 1500-2500, short-stories 2000-3000. Joseph A. Skelly, C.M. 1c. Acc.

**New Outlook, The**, United Church of Canada, 299 Queen St., W. Toronto, Canada. (W-10) Articles on religious and international problems, travel, art, etc., short-stories 900-1000; children's material. G. R. Cragg. ½c, Acc.

**Progress**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Articles on application of Christian teachings to life 1000-2500; current topics; short-stories 1500-4000; verse. Ernest C. Wilson. 1c up, verse 25c line up, Acc.

**Queen's Work, The**, Jesuit Fathers, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interests; short-stories, articles, 1200 to 2500; editorials; photos; news items, cartoons, cartoon ideas. Rev. Daniel A. Lord, S.J. 1c, Pub.

**Sign, The**, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C.P. 1c, Pub.

**St. Anthony Messenger**, (Franciscan Fathers) 1615 Republic St., Cincinnati. (M) Catholic family magazine. Lively, up-to-the-minute short-stories 2000-3000; religious and timely articles. Rev. Hyacinth Blocker, O.F.M. 1c, Acc.

**Sunday School Times**, 325 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

**Sunday School World**, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ½c, Acc.

**Union Signal, The**, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence; also on peace. About 1/3c, Pub.

**Unity, also Weekly Unity**, 917 Tracy Ave., Kansas City. (M and W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

#### SCIENTIFIC, TECHNICAL, NATURE, MECHANICS

**Electrical Ruralist**, 1836 Euclid Ave., Cleveland, O. (M) Articles covering applications of electrical equipment, appliances, to farms and farm homes, 800-1200; profuse illustrations. Correspondents. Paul L. Reed. 1 to 2c, Pub.

**Electricity on the Farm**, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1½c, Acc. (Overstocked.)

**Homecrafts and Hobbies**, 142 W. 24th St., New York. (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. ½ to 1c, Pub. (Unsatisfactory.)

**Home Craftsman, The**, 115 Worth St., New York. (Bi-M-25) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

**Mechanics and Handicraft**, (Standard) 22 W. 48th St., New York. (M-15) Popular scientific miscellany; construction, how-to-make-it, experimental, hobbies material. Joseph H. Kraus. 1c, Pub. and Acc.

**Model Airplane News**, 551 5th Ave., New York. (M-20) Model airplane construction articles 2500. 1c, Pub.

**Modern Mechanix** (Fawcett) 1501 Broadway, New York. (M-15) Illustrated feature articles, mechanical, semi-scientific subjects; how-to-build articles for home craftsmen. All hobbies. Advisable to query. Robert Hertzberg. 2c, Acc.

**Natural History Magazine**, 77th St. and Central Park, New York. (M) Popular articles up to 5000 on natural science, exploration, wild life, up to 5000; photo series. Edward M. Weyer, Jr. 1½c, Acc.

**Nature Magazine**, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1000-2000; fillers with pictures 100 to 400. R. W. Westwood. 1 to 3c, Acc. (Query.)

**Nature Notes**, 4800 Prospect Rd., Peoria, Ill. (M) Articles on nature, science 1800; illustrations. James H. Sedgwick. \$10 to \$15 per article, Pub.

**Popular Mechanics**, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300-1500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

**Popular Science Monthly**, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

**Radio News and Short Wave Radio**, (Teck) 461 8th Ave., New York. (M-25) Articles for radio engineers, servicemen, amateurs, experimenters, short-wave listeners, set builders, 500-1500. Laurence M. Cockaday. 2c, Pub.

**Science & Mechanics**, 800 N. Clark St., Chicago. (Bi-M-10) Staff-written. V. D. Angerman.

**Scientific American**, 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering, inventions. O. D. Munn. Varying rates, Acc.

**Scientific Progress**, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Popular scientific articles on bot., psychology, achievement. Dagobert D. Runes, Ph.D. Rarely pays.

**Scientific Psychology**, 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500-3000; timely items. D. J. Foard. No payment.

#### SPORTING, OUTDOOR, HUNTING, FISHING

**Alaska Sportsman, The**, Ketchikan, Alaska. (M-15) Short-stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. ½c, Pub.

**American Forests**, 919 17th St., N.W., Washington, D.C. (M-35) Articles on forestry, forests, outdoors, etc., 2000; outdoor photos. Ovid Butler. 1c up, Acc.

**American Rifleman, The**, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)

**Baseball Magazine, The**, 70 5th Ave., New York. (M-20) Major league baseball articles, verse. F. C. Lane. ½c, Pub.

**Field and Stream**, (Warner) 515 Madison Ave., New York. (M-15) Illustrated camping, fishing, hunting, sportsmen's articles, 2500-3000. Ray P. Holland. 1c up, Acc.

**Fur-Fish-Game**, 174 Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by practical authorities; true Indian and frontier day stories 2000-2500. A. V. Harding. ½ to ¾c, Acc.

**Hunter-Trader-Trapper**, 386 S. 4th St., Columbus, O. (M-15) Fur-farming, trapping, hunting-dog, fishing articles, outdoor photos. Otto Kuechler. Low rates, Pub. (Overstocked.)

**National Bowlers Journal and Recreation Age**, 506 S. Wabash Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey; short-stories; photos; news items; cartoons. J. M. Luby. 1c, Pub.

**National Sportsman**, 275 Newbury St., Boston. (M-10) Hunting and fishing articles; short-stories up to 2000; photos, cartoons, cartoon ideas. H. G. Tappley. 1½c, Pub.

**North American Trapper**, P.O. Box 663, Charleston, W. Va. (M) Articles and short-stories on hunting, fishing, trapping, etc., up to 1200; photos, illustrations, cartoons, outdoor verse. Charley Roy West. ½c to 1c, photos 50c to \$2, Acc.

**Outdoor Life**, 353 4th Ave., New York. (M-15) Articles on outdoor interests, sportsmen's interests, up to 2000. Raymond J. Brown. Up to 10c, \$3 up for photos, kinks, shorts, Acc.

**Pacific Sportsman**, 401 Sansome St., San Francisco. (M) Outdoor articles 500-1500. John C. Piver. No payment.

**Post Time**, 443 Plymouth Court, Chicago. (M-25) Articles dealing with horse racing; short-stories up to 2500; serials. Mark Mellen. Fiction, low rates; articles 1½c, Pub.

**Scholastic Coach**, 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

**Sports Afield and Trails of the Northwoods**, 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting, trips 1500-2000, good photos. P. K. Whipple. 1 to 2c, Acc. or Pub.

**Sports Illustrated and the American Golfer**, 32 E. 57th St., New York. (M-25) Articles on all types of sport up to 1400; fillers, photos. John Escher. 1½c, Pub.

**Sportsman, The**, 353 4th Ave., New York. (M-50) Articles on special aspects of amateur sports: fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500-2500. Prefers query. Raymond J. Brown. Good rates, Acc.

**Turf & Sport Digest**, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on running horse-racing 2500-5000; racing short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn. ¾c, Pub. or Acc.

**Turf and Tanbark**, 103 Park Ave., New York. (2-M) Amateur horsemen and racing short-stories 1500-4000. Feature articles with exceptional photos. Glenn Allan. ½ to 1c, Acc.

#### THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

**Billboard, The**, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment\* only. A. C. Hartmann, E. E. Sugarman. Space rates. Pub.

**Cinema Arts**, 250 Park Ave., New York. (M-50) Authoritative motion-picture articles. Paul F. Huserl. Liberal rates, Acc.

**Greater Show World**, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ¾c, Pub.

**Hobby Horse, The**, 255 W. 92nd St., New York. (M) Motion picture, legitimate and little theatre fan articles 1000-1500. Barry Mulligan. 1 to 2c, Acc.

**Hollywood Magazine**, (Fawcett) 7046 Hollywood Blvd., Hollywood. (M-5) Film articles on assignment; fillers, photos. Wm. K. Gibbs. Liberal rates, Acc.

**Modern Screen**, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Regina Cannon. Good rates, Acc.

**Motion Picture-Movie Classic**, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment, 1800-2500. Good rates, Acc.

**Movie Mirror**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment\* Ruth Waterbury; Hazel Berge, N. Y. editor. Good rates, Acc.

**Movie Story Magazine**, (Fawcett) 1501 Broadway, New York. (M) Motion-picture fiction. Tom DeVane. Good rates, Acc.

**Photoplay**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-25) Motion picture articles; serials. Miss Ruth Waterbury. Good rates, Acc.

**Picture Play Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Motion-picture fan articles 1200-1500, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

**Radio Mirror**, (Macfadden) Chanin Bldg., New York. (M) Radio fan features on stars and programs. Fred R. Sammis. Good rates, Acc.

**Radio Stars**, (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Lester C. Grady. Good rates, Acc.

**Screen Book**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Short news articles on popular screen favorites, usually on assignment. Ted Magee. Liberal rates, Acc.

**Screenland**, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Miss Delight Evans. Fair rates, Pub.

**Screen Play**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Articles of interest to movie fans, usually on assignment. Llewellyn Miller. Liberal rates, Acc.

**Screen Romances**, (Dell) 149 Madison Ave., New York. (M-25) Production stories and fictionization of motion-picture plays, by assignment. Albert P. Delactorte, Evelyn Van Horne. Rates by arrangement, Acc.

**Silver Screen**, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Fan material about movie stars and pictures. Elliott Keen. Highest rates, Pub.

**Theatre Arts Monthly**, 40 E. 49th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-35) Articles on theatre and associated arts 1800-2500; news items; photos. Edith J. R. Isaacs. 2c, Pub.

**Variety**, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

## TRADE JOURNALS—MISCELLANEOUS

- Air Conditioning and Refrigeration News**, 5229 Cass Ave., Detroit, Mich. (W-10) Informative articles on servicing of refrigerating machines, successful ideas for promoting and selling electrical appliances, descriptions of air conditioning installations; news of more than local importance; human-interest photos. George F. Taubeneck. 1c, Pub.
- Air Conditioning** combined with Oil Heat, 232 Madison Ave., New York. (M) News on construction, operation, merchandising of oil burners and air conditioning. A. E. Coburn, assoc. ed. 30c inch, Pub.
- American Artisan**, 6 N. Michigan Ave., Chicago (M-25) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.
- American Baker**, The, 118 S. 6th, Minneapolis. (M-10) Baking innovations; examples of good merchandising. 1/2c and up, Acc.
- American Builder and Building Age**, 105 W. Adams St., Chicago (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.
- American Druglist**, 572 Madison Ave., New York. (M) Features on retail drug-store operation, up to 2000. Louis J. F. Moore. High rates, Acc.
- American Hairdresser**, 386 4th Ave., New York. (M-35) Trade News. 1c, Pub.
- American Ink Maker**, 254 W. 31st St., New York. (M) News of printers' ink manufacturers and distributors. Low rate, Pub.
- American Lumberman**, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. E. C. Hole. \$3.50 column, Pub.
- American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)
- American Painter & Decorator**, 3713 Washington Blvd., St. Louis, Mo. (M-10) Accurate, technical and semi-technical descriptive articles on unusual decorating jobs, photos. Query. George Boardman Perry. Up to 1c; photos, amateur, up to \$1, professional, \$2, Pub.
- American Paper Merchant**, 1911 Conway Bldg., Chicago. (M-35) News and features regarding paper merchants. F. G. Pulley, mng. ed. 1/2c up, Pub.
- American Perfumer—Cosmetics—Toilet Preparations**, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc., articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. S. L. Mayham. Indefinite rates, features, Acc.; news, Pub.
- American Printer**, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives, mostly written to specification. L. B. Siegfried. 1c up, Pub.
- American Roofer**, 404 4th Ave., New York. (M-25) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. James McCawley, 1c, photos \$1, Pub.
- American Shade & Awning News**, P. O. Box 606, Ft. Worth, Tex. (M) Articles on merchandising of shades, awnings, Venetian blinds, and linoleum, based on interviews with outstanding dealers in field. Tom Murray. 1/2c, Pub.
- American Silk & Rayon Journal**, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500-3000. H. W. Smith. \$7.50 per 1000, Pub.
- Autobody Trimmer and Painter**, 15 E. 8th St., Cincinnati. (M-20) Limited market for technical and merchandising articles of the trade illustrated with photos, drawings, etc. John R. Warrington. 1/2c, Pub.
- Automatic Heat & Air Conditioning**, 1900 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.
- Automatic World**, 120 St. Louis Ave., Ft. Worth, Tex. (M) News and features pertaining to vending machines. O. J. Branch. 20c column inch, Pub.
- Automobile Digest**, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles of interest to service garage men; also, news. J. A. Ahlers. Indefinite rates, Acc.
- Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Features based on interviews with successful automobile dealers up to 1200. Elliot Curtis. 2c, Pub.
- Automotive Daily News**, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 40c inch, photos \$1.50, Pub.
- Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops, up to 2000. Photos. Stanley P. McMinn. 1c, Pub.
- Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.
- Bakers Review**, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buys little.)
- Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Peter G. Pirrie. Space rates, Pub.
- Bar & Grill Journal**, 105 W. 40th St., New York. (M) 800-1200 word features on outstanding bars, taverns, cafes and restaurants. Photos of above. G. H. Trimmingham. 1/2c up, Pub.
- Barrel & Box & Packages**, 205 W. Wacker Dr., Chicago. (M) Articles and news items dealing with manufacture and use of wooden containers. R. S. Torgerson. 25c inch, Pub.
- Beach and Pool**, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)
- Black Diamond**, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. 1/2c up, Pub.
- Bookbinding & Book Production**, 50 Union Square, New York. (M) News of book printing and bookbinding trade. Query on features. D. M. Glixon. 1/2c to 1c, Pub.
- Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.
- Brewer and Dispenser**, 501 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.
- Brewers' Journal**, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich. Indefinite rates, Pub.
- Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.
- Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaepfel, mng. ed. 1c up, Pub.
- Building & Modernization**, 9 E. 40th St., New York. (M-25) Articles dealing with unusual building or building modernization jobs, with photos and plans, 500-2000. H. D. Vernam. \$10 page, Pub.
- Building Supply News**, 59 E. Van Buren St., Chicago. (M-30) News of lumber and building supply dealers, 100 words maximum; reports of conventions; 200-300 word articles for departments, "Practical Aids to Profit," and "Yard Kinks." John H. Van Deventer, Jr. 40c inch, Pub.
- Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. 1/2c, Acc. News items, first 100 words 2c, bal. each item 1/2c, Pub. (Query.)
- Casket & Sunnyside**, 487 Broadway, New York. (M-25) Interviews with morticians on mortuary management. 1/2c, Pub. (Query first.)
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel. 1c, Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Lehar. About 1/2c, Pub.
- Cleaning and Dyeing World**, 330 W. 42d St., New York. (M) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About 1/2c, Pub.
- Coin Machine Review**, 1113 Venice Blvd., Los Angeles. (M) Maintains regular correspondents in principal cities. H. L. Mitchell, Assoc. Ed. Fair rates, Pub.
- Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-40) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies 1500. George T. Hook. Minimum for feature, \$25, Pub.
- Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Illustrated articles on wholesale candy manufacturing companies, describing production methods or merchandising policies from manufacturer's point of view. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.
- Confectioners News**, 437 Chestnut St., Philadelphia. (M) Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies. Stories showing how candy jobbers assist retailers in display and disposal of confections. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.
- Confectionery and Ice Cream World**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Articles, buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. 1/2c, Pub.
- Corsets & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. 1/2c, Pub.
- Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories. Query. L. M. Dawson, 30 to 50c inch, Pub.
- Creamery Journal**, Waterloo, Ia. (M) Articles on cheese manufacture and distribution. E. S. Estel. Approx. 1/2c, Pub.
- Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. 1/2c, Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and improved quality of product articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice-cream, butter, cheese, dairy by-products); articles on milk plants preferred, 500 to 2000, with photos, ads. E. C. Ackerman. 1c, ad \$1, photos \$1 to \$3 and up, Pub.
- Diesel Digest**, 304 S. Broadway, Los Angeles. (M-25) Occasional articles 1000 to 2000, descriptive of new Diesel usages or novel installations. Illustrations. Robt. G. Agee. 1/2c, photos 50c, Pub.
- Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c, Pub.
- Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c, Pub.
- Distribution & Warehousing**, 249 W. 39th St., New York. (M-30) Articles of interest to national distributors who use public merchandise and cold-storage warehouses. F. Eugene Spooner. 1/2c up, photos \$2, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gothard. 1c, Pub.
- Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. R. W. Rodman. Indefinite rates, Pub.
- Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Kennick, Mng. Ed. 1c, Pub.
- Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Kennick, Mng. Ed. Indefinite rates.
- Drug World**, 572 Madison Ave., New York. (Bi-W) News covering manufacturing and wholesaling activities in drug, cosmetics and soda fountain fields. Query on coverage. Charlie Cunneen. 50c inch, Pub.



- Dry Goods Economist**, 239 W. 39th St., New York. (Bi-M-15) Articles of specific interest to department store field, up to 750, longer articles by arrangement. C. K. MacDermut, Jr., Mng. Ed. 15¢, photos \$2, special rates on best material, month after acceptance.
- Dry Goods Journal**, Box 1316, Des Moines, Ia. (M) Only outstanding merchandising-articles about store departments bought. Largely staff-written. K. I. Boreman. 1c, Acc.
- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. James Wright Brown. \$2 a column up, Pub.
- Electrical Dealer**, 360 N. Michigan Ave., Chicago. Illustrated features, up to 2000; "shortcuts," on merchandising electrical and radio appliances. Stanley A. Dennis. 1c, Pub.
- Electrical South**, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electrical power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. ¼c to 1½c, Pub.
- Electrical Wholesaling**, 330 W. 42d St., New York. (M-25) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.
- Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry, drainage 500-2000. Arnold Andrews. 1c, photos \$1, cartoons on shovel subjects \$1 to \$2, Pub. (Query.)
- Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.
- Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. Overstocked. File name for possible assignment. C. C. Hayley. 1c, Pub.
- Feed Bag**, The, 741 N. Milwaukee St., Milwaukee. (M-25) Illustrated articles on out of the ordinary merchandising ideas used by feed dealers 750-1000. Specifically from N. E. quarter of the U. S. David K. Steenbergh. 1c, Pub.
- Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. ¼c, Acc.
- Film Daily**, 1650 Broadway, New York. (D) News of the film industry. J. W. Allicote. Space rates.
- Fine Furniture**, 155 Ottawa Ave., N. W., Grand Rapids, Mich. (M) Illustrated style and merchandising features concerning furniture trade; merchandising shorts. Rod McKenzie. ¼c, Pub.
- Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline. Carroll E. Pellissier. Articles \$5 page, news 25c inch, photos \$1, Acc.
- Food**, 405 Easton Bldg., Oakland, Calif. (M) Highly illustrated articles for food retailers, up to 1000. Douglas McIhee. 1½c, Acc.
- Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of the food and grocery product manufacturers. Dan Rankin. 1c, Dept. items 8c line, Pub.
- Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 200, on selling, service, parts merchandising, administration. Ford super-service station operation. Ford truck experience stories from users. Walter W. Belson. 1c, Acc.
- F.T.D. News**, 251 W. Larned St., Detroit. (M) Florists' trade news, regular correspondents. M. Bloy. Fair rates, Pub.
- Furniture Age**, 2225 Herndon St., Chicago. (M-50) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, in re furniture, rugs, draperies, refrigeration, washing machines, radios, toys; featuring outstanding promotions, new stores, model houses, unusual merchandising methods. Must be well illustrated. J. A. Gary. 1c, photos \$2, Pub.
- Furniture Index**, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)
- Furniture Record**, 260 Tremont St., Boston. (M) Feature articles on furniture trade. Wm. C. Pank. Indefinite rates.
- Gas Age Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.
- Geyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief, illustrated articles in stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.
- Gift & Art Buyer**, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$5 each, Pub.
- Gloves**, Gloversville, N. Y. (M-25) Illustrated merchandising articles on gloves. Bethune M. Grant, Jr. 1c, Pub.
- Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1½ to 2c per word), Pub.
- Hardware Retailer**, 130 E. Washington Bldg., Indianapolis. (M-25) Illustrated hardware merchandising features. Rivers Peterson, Glendon Hackey. 1c, Pub.
- Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also housewares, china, glass 200-1000. Henry E. Ashmun. 1c, photos \$1, after Pub.
- Hat Life**, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.
- Health Foods Retailing**, 333 N. Michigan Ave., Chicago. Interviews with health-food merchandisers. ¼c Pub. or 1c, Pub. with photo. Additional photos \$1 each extra. Sales promotion ideas (100 words), \$2, Pub.
- Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.
- Hide and Leather**, 20 Vesey St., New York. (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. James G. Feede. 1c, Pub.
- Hotel Bulletin**, 260 Tremont St., Boston. (Bi-M) Articles on hotel maintenance and management. Wm. C. Pank. ¼c, Pub.
- Hotel Management**, 222 E. 42d St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1½ to 5c, Acc.
- Hotel World-Review**, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. ½ to 1c, Acc.
- House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and major appliance departments 300-700. Julien Effenbein. ¼c, \$1 for photos, Pub.
- Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.
- Ice Cream Field**, 45 W. 45th St., New York. (M-25) Business building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. ¼c up, photos 50c to \$1, Pub. (Buying little; query first.)
- Ice Cream Trade Journal**, 305 E. 45th St., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies 500-2000. Harry W. Huey. 1c, Pub.
- Implement Record**, 420 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdock. Varying rates, Acc.
- India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. S. C. Stillwagon. 8c, Pub.
- Industrial Finishing**, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest of value to industrial users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. ¼ to 1c, Pub.
- Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.
- Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. ¼c, Pub.
- Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.
- Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin. ¼c, Pub.
- Inland Printer**, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.
- Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (Life Ed. W-15; Fire Ed. W-25) Correspondents covering fire, casualty, life insurance news in all principal cities. M. R. McGruder. About ¼c, Pub.
- Insurance Salesman**, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. Sharp prints, candid or action photos of life insurance men. Query with name first. \$2 to \$3.50, Acc. C. C. Robinson. ½ to 1c, Acc.
- International Blue Printer**, 506 S. Wabash Ave., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.
- Jewelers' Circular-Keystone**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. A. Merchant Clark. 40c inch, Pub.
- Knitted Outerwear Age**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lebhar. 1½ to 2c, Pub.
- Laundry Age**, 330 W. 42d St., New York. (M-25) "How" articles on laundry operation. J. M. Thacker. Indefinite rates, Pub.
- Laundryman's - Cleaner's Guide**, Commercial Exchange Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750 to 1200. ¼ to 1c, photos 50c to \$1, Pub.
- Linens & Domestics**, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Query on anything special. Julien Effenbein. ¼c, photos \$1, Pub.
- Liquor Store and Dispenser**, 205 E. 42d St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, hotels and restaurants. Hartley W. Barclay. 1½c, photos \$1.50, Pub.
- Lubrication and Maintenance**, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Brandon E. Rourke. Good rates.
- Luggage and Leather Goods**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. ¼c, Pub.
- Magazine of Light**, The, Nela Park, Cleveland, O. (10 issues a year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.
- Meat**, 2244 Calumet Ave., Chicago. (M) Query editor on feature articles based on interviews with meat packing officials. M. L. Samson. 1c, Pub.
- Meat Merchandising**, 105 S. 9th St., St. Louis, Mo. (M-20) Articles on personnel management; unusual merchandising schemes for meat or canned goods; funny cartoon ideas for meat markets. Frank J. Maher. 1c.
- Men's Wear**, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.



- Mida's Criterion**, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. R. B. Birch, Jr. 34c. Pub.
- Mill & Factory**, (Conover-Mast Corp.) 205 E. 42d St., New York. (M-35) Now buying technical articles for balance of 1937. Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c and up, usually Acc.
- Modelmaker**, Wauwatosa, Wis. (Bi-M-25) Articles, up to 2000, describing working steam model locomotives, gas engines, power boats, model stationary engines. A. C. Kalmbach. 1/2c approx., Pub.
- Modern Brewer**, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Hartley W. Barclay. 1c up, usually Acc.
- Modern Packaging**, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising window and counter display, on assignment only. D. E. A. Charlton. 1 to 4c. Pub.
- Modern Plastics**, 425 4th Ave., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. E. F. Lougee.
- Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer-stories. David Manley. 1c, photos \$2.50. Pub.
- Motion Picture Herald**, Rockefeller Center, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business, acutely technical. Terry Ramsaye. Indefinite rates, Pub.
- Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.
- Motor Service**, 549 W. Washington Blvd., Chicago. (M) Garage management articles. Illustrations needed showing advertised equipment in use. Submit outline. Herb Packer. Good rates; Acc.
- Motorship and Diesel**, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.
- Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Dougherty. 1c, Pub.
- National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features of interest to the bottled soft drink industry. W. B. Keller, Jr. \$7.50 page, Pub.
- National Carbonator & Bottler**, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750-1250; news items 50-100. 1/2c to 1c, photos 50c to \$1, Pub.
- National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Feature articles; short items 100-1000 of cleaning and dyeing trade; photos. Paul C. Trimble. About 1c, Pub.
- National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, features. Allen Sinsheimer. 34c. Pub.
- National Jeweler**, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles with news, merchandising slant 250 to 500. Francis R. Bentley. 1/2 to 1c, Acc.
- National Provisioner**, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants, meat distribution from plant to consumer. Paul I. Aldrich. 1/2c up, Pub.
- New England Electrical News**, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost. Flat payment, rate not specified, 30 days after Pub.
- Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors. Carroll K. Michener. 1/2c, Acc.
- Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. 1/2c, Pub.
- Office Appliances**, 20 N. Wacker Dr., Chicago. (M) Articles on selling office equipment, to 1200. Evan Johnson. 30c inch, Pub.
- Optometric Weekly**, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.
- Outdoor Amusement Magazine**, 404 4th Ave., New York. Issued in season.) Constructive articles on general amusement park operation with photos. S. Hoffman. 1c, photos \$1.50. Pub.
- Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.
- Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to packing and shipping depts. of industrial companies, on packing, loading, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. 1/2 to 1c, photos 50c to \$1, Pub.
- Paper Converters**, 1911 Conway Bldg., Chicago. (M-35) Merchandising articles to 1200; descriptions of new paper products. F. G. Pulley, Mng. Ed. 1/2c, Pub.
- Petroleum Age**, 500 N. Dearborn St., Chicago. (M-25) Merchandising petroleum products, auto accessories by independent oil marketing companies; details of successful oil-jobbing concerns. O. F. List. 1/2c, photos 50c, Pub.
- Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on gift and picture shops, photos. J. C. Raleigh. About 1/2c, photos, 50c to \$1, Pub.
- Playthings**, 381 4th Ave., New York. (M-25) Limited market for toy merchandising features 2000-2500. J. M. Cloud. Payment according to value.
- Plumbing and Heating Trade Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations, 1000. J. P. Koelisch. Good rates, Pub.
- Power**, 330 W. 42d St., New York. (M-35) Technical articles on power generation by engineers or power executives, up to 1500. \$10 to \$12 page, 1000 words, Pub.
- Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Arthur L. Rice. 6/10c, Pub.
- Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c. Pub. (Slow to use.)
- Practical Builder**, 59 E. Van Buren St., Chicago. (M-25) Brief illustrated articles dealing with practical problems of the small contractor, 300. Photos. Phil W. Hanna. 70c inch, Pub.
- Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, mng. ed., 30c inch, photos 1/2 space rates, Pub.
- Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200, grocery trade articles, especially success stories, 1200-1500; photos. Ralph E. Linder. 1c to 2c, Acc. Original jokes with grocery slant, \$1 each. Attractive photos of food window and interior displays, meat displays. \$3 to \$5 each.
- Publishers Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade 1500-2000. Frederic G. Melcher. 1c, 10th of mo. following Pub.
- Radio & Electric Appliance Journal** (including *The Radio Merchant*), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.
- Radio Retailing**, 330 W. 42nd St., New York. (M) Illustrated features on radio merchandising, 100-1500. W. MacDonald. 1c up, Acc.
- Radio To-day**, 480 Lexington Ave., New York. (M) News and features of trade. Dr. Orestes H. Caldwell. 1c up, Pub.
- Radio Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.
- Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.
- Real Estate Record**, 119 W. 40th St., New York. (W-50) (M-25) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.
- Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigerators. Hal Reynolds. \$4 column, Pub.
- Restaurant Management**, 222 E. 42d St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc.
- Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.
- Retail Ledger and Homeware**, 260 Tremont St., Boston. (M) Articles on department store management, promotions, etc. Wm. C. Fank. 1/2c, Pub.
- Retail Tobacconist**, 117 W. 61st St., New York. (2M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Patrey. 1/2c, Pub.
- Rock Products**, 205 W. Wacker Dr., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.
- Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to automobile, casualty, fire and marine insurance salesmen. Irving Williams. Fair rates, Pub.
- Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.
- San Francisco Styles and Selling**, 507 Montgomery St., San Francisco. (M) Very brief selling ideas used by Pacific Coast dry goods, department and general stores. 20c inch, photos up to \$2, Pub.
- Seed World**, 223 W. Jackson Blvd., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/2c, Pub.
- Service**, 19 E. 47th St., New York. (M-25) Technical or semi-technical articles of interest to the radio service man. Robert G. Herzog, E. E. 1c, Pub.
- Shipping Management**, 404 4th Ave., New York. (M-25) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. 1c, Pub.
- Shoe Repairer and Findings Dealer**, 111 Summer St., Boston. (M) News of findings dealers. Features on progressive methods of outstanding repair shops. W. C. Hatch. 1/2c, Pub.
- Shoe Repair Service**, 702 Commercial Bldg., St. Louis. (M-Gratis) Constructive articles pertaining to shoe repairing by high-grade shoe rebuilders, 300-1500; fillers 50-100. A. V. Fingulin. 1/2c to 1c, Pub.
- Soda Fountain Magazine**, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. V. E. Moynahan. 1c, Pub.
- Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising. Hal Reynolds. \$8 page, Pub.
- Southern Hardware**, 1026 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.
- Southern Knitter**, Clark Pub. Co., Charlotte, N. C. (M) Technical articles pertaining to knit goods manufacturer. David Clark. Indefinite rates, Pub.
- Southwestern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-10) News and features of Texas, Alabama, Florida, Georgia, N. Carolina, S. Carolina, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma and New Mexico baking industry. Charles Tunnell. 1/2 to 1c, photos \$1, Pub.
- Southwestern Bottler**, P. O. Box 546, San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. 1/2c up, Pub.
- Spice Mill**, The, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. C. S. Sewell. 1/2 to 1c, Pub.
- Spirits**, 220 E. 42nd St., New York. (M-25) 1500-word articles on wholesale merchandising of wines and liquors. A. B. Greenleaf. 1/2c, Pub.

**Sporting Goods Dealer, The**, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on sporting goods merchandising, store arrangement, news. H. G. Heitzberg. ½c up, Pub.

**Sporting Goods Journal**, 400 W. Madison St., Chicago. (M) Specific articles describing merchandising programs of sports stores, 500-1000; photos. Ames A. Castle. ½c up, Pub.

**Starchroom Laundry Journal**, 305 E. 45th St., New York. (M-25) Feature articles on the laundry business, 1000. Noel Grady. ¼ to 1c, Pub.

**Super Market Merchandising**, 45 W. 45th St., New York. (M) Illustrated articles, and news items, on management and operation of super markets. M. M. Zimmerman. ½c, Acc.

**Telegraph Delivery Spirit**, Suite 805, H. W. Hellman Bldg., Los Angeles. (M-50) Illustrated business-building features of florist trade, covering T. D. S. subscribers and florist supply houses, growers, wholesalers of flowers. Kenneth W. Heck. ½c, Pub.

**Tires Magazine**, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators 1500-2000. Jerome T. Shaw. ½ to 1c, news items 25c inch, fillers ½c, photos \$2, Pub.

**Toilet Requisites**, 101 W. 31st St., New York. (M) Class magazine for retailers of the better types of toilet goods including department stores and retail druggists with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets. 1c, Pub.

**Tool Engineer, The**, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. up to 1200. Roy T. Bramson. \$10 page (3 col. 10 in.-10 pt.), Pub.

**Toys and Bicycles**, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1200. Corina Daugherty. ½c, Pub.

**United States Tobacco Journal**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

**Voluntary and Cooperative Groups Magazine, The**, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook. ½c, photos \$1, Pub.

**Wallpaper Magazine**, 9 E. 40th St., New York. (M-25) Sales promotion, success stories, new ideas in dealer display, 1000-2000; trade news. A. Louise Fillebrown. 1c, Pub.

**Welding Engineer**, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler. 1c, Pub.

**Western Beverage**, 627 Mills Bldg., Los Angeles. (M-25) Articles covering winery and spirits industries of West. P. T. Carre, Mng. Ed. Rates not at hand.

**Western Brewing World**, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Pritchard. Query on features. Good rates, Pub.

**Western Confectioner Ice Cream News**, 420 S. San Pedro St., Los Angeles. (M-25) News and features of Western candy, ice-cream, fountain trade. Query on features. Geo. F. Haines. 25c inch, Pub.

**Western Hotel Reporter**, 681 Market St., San Francisco. (M-25) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Hilliard. 20c inch, Pub.

**Western Plumbing & Heating Journal**, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

**Wine Review**, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. H. H. Marquis. 25c inch, Pub.

**Wood Construction**, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

## LIST D

### Juvenile and Young People's Publications

**Ambassador, The**, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Not in the market.

**American Boy, The**, 7430 2d Blvd., Detroit, Mich. (M-10) Boys, high-school and college age. Short-stories up to 4500. Western, mystery, small-town, farm, science, pseudo-science, sports, detective. Humor; fillers 300, with action photos on achievements of boys; picture spreads that tell a story. Franklin M. Reck, Mng. Ed. 2c up, Acc.

**American Farm Youth Magazine**, 132 N. Walnut, Danville, Ill. (M-10) Outdoor, rural, modern agricultural articles 100-1000, adventure, mystery, action short-stories 1000-4000, adventure novelettes 6000-12,000, jokes, news items on FFA activities. Homer Paul Andersen. ½c up, photos 50c to \$2, Pub.

**American Girl**, (Girl Scouts, Inc.) 14 W. 49th St., New York. (M-15) Girls, ages 10 to 17. Action short-stories 2500-3700; articles 1500-3000. Anne Stoddard. 1c up, Acc.

**American Newspaper Boy**, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories preferably of newspaper carrier boy characters only by authors familiar with modern newspaper boy duties, 2000-3000. Bradley Welfare. \$10 per story, Acc.

**Boy Life**, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati. (W) Boys 13 to 17. Wholesome short-stories 1800-2000; serials, articles, miscellany. ½c up, Acc.

**Boy's and Girl's Comrade**, (Gospel Trumpet Co.) 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 10 chapters; verse 2 to 6 stanzas. Ida Byrd Rowe. \$3 per M., photos 50c to \$2, Pub.

**Boy's Companion**, (Evangelical Bd. of Christian Ed.) 1724 Chouteau Ave., St. Louis, Mo. (W) Boys 9 to 15. Not in the market.

**Boys' Comrade**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis. (W) Ages 13 to 17. Short-stories 2000-2500; serials 8 to 10 chapters; illustrated articles 100-1500; verse; miscellany. Herbert L. Minard. \$3.50 per M., Acc.

**Boys' Life**, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000-4500; serials 2 to 4 installments of 5000; articles up to 2000. James E. West; Irving Crump, Mng. Ed. 1½c up, Acc. (Well stocked.)

**Boys' World**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200-2500; serials 4 to 6 chapters, 2200-2400 each, scientific news items with photos; successful boys (photos), occupation items 500; verse. Good rates, Acc.

**Canadian Boy**, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. ½c, Acc.

**Canadian Girl**, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Agnes Swinaston. ½c, Acc.

**Cargo**, (M. E. Church South) 810 Broadway, Nashville, Tenn. (W) Teen-age boys and girls. Short-stories 3000-3500; serials 3 to 10 chapters, striking photos. Rowena Ferguson, Robert A. McGaw. ½c up, Acc.

**Catholic Boy, The**, Andrews Hotel, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200-2500; articles for boys. J. S. Gibbons. ¼ to 1c, Pub.

**Catholic Girl, The**, 20 Prospect St., Terryville, Conn. (M-15) Girls, high-school age. Wholesome, romantic, mystery, school short-stories 2500; vocational articles 1500-2500. Mrs. Margaret H. Sullivan. About ½c, Pub.

**Challenge, The**, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500-3500; descriptive biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greene. ½c, verse \$1 to \$2.50, Acc.

**Challenge**, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-03) Young people, 16 years up. Adventure, achievement, moral short-stories 2500-3000, articles 1000-2500, fact items, fillers, verse. N. A. MacEachern. Varying rates, Pub.

ture, achievement, moral short-stories 2500-3000, articles 1000-2500, fact items, fillers, verse. N. A. MacEachern. Varying rates, Pub.

**Champion of Youth**, 2 E. 23rd St., New York. (M-10) Young people, 16 to 25. Articles, short-stories for socially minded young people, up to 1200; scientific fact items, youth news. M. B. Schnapper. Pays only for assigned work and unusual articles.

**Child Life**, (Rand, McNally & Co.) 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. ½ to 1c, Pub. (Overstocked.)

**Children's Friend, The**, 425 Fourth St., Minneapolis, Minn. (M) Juvenile short-stories up to 2000 with religious note; articles 1800-2000; serials, 7-8 chapters; very little verse. Rev. John Peterson. \$2.50 to \$3 per M., Acc.

**Children's Leader**, (Amer. Baptist Pub. Soc.) 1703 Chestnut St., Philadelphia. (M-20) Short-stories for children, 500-1500; articles on religious education of children; editorials. Margaret M. Clemens. \$4.50 M., Acc.

**Children's Play Mate Magazine**, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery, adventure short-stories up to 1800; nursery stories; imaginative verse 1 to 5 stanzas. Esther Cooper. 1c, verse 25c line, Acc.

**Child's Own, The**, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories 250; verse. D. B. Rogers. ½c, payment quarterly.

**Christian Youth**, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000-2200; fillers; nature, fact, how-to-make-it articles 300-1000; Bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

**Classmate** (Methodist Book Concern) 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Not interested in unsolicited material. A. D. Moore.

**Dew Drops**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Children 5 to 8. Short-stories 800-900; short articles, editorials 250-300; verse up to 12 lines. Good rates, Acc.

**Epworth Herald**, 740 Rush St., Chicago. (2M-10) Articles and short-stories of interest to young Methodists, high school, college ages, 1000-1500; serials 5000-10,000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About ½c, verse about 15c line, Pub.

**Epworth Highroad**, (Methodist Pub. House) 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500-4000; serials, 4-6 chapters; illustrated articles 1000-1800; short poems. Miss Rowena Ferguson. ½ to 1c, Acc.

**Evangelical Tidings**, (Evangelical Bd. of Christian Ed.) 1724 Chouteau Ave., St. Louis, Mo. (W) Young people 15 to 24. Not in the market.

**Explorer, The**, (United Church Publications) 209 Queen St., W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse. Agnes Swinaston. ½c, Acc.

**Famous Funnies**, 50 Church St., New York. (M-10) Boys and girls 10 to 15. Action short-stories 1500. Harold A. Moore. \$25 per story, Pub.

**Forward**, (Presbyterian Bd. of Christian Education) Wither- spoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials not over 8 chapters, 3000 each; illustrated articles 900; editorials 400-800; young viewpoint, interesting style. Park Hays Miller. 50c per 100 words, Acc.

**Friend, The**, (United Brethren Pub. House) Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000-2500; serials 2 to 8 chapters, informational, inspirational articles 100-800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

**Front Rank, The**, (Christian Bd. of Pub.) Beaumont and Pine, St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500-3500; serials 20,000-25,000; illustrated articles; poems; editorials; fillers; photos. \$3.50 per M., Acc.

**Girlhood Days**, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati, O. (W) Girls 13 to 17. Wholesome short-stories 1800-2000; serials; miscellany.  $\frac{1}{2}$ c up, Acc.

**Girls' Circle**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100-2000; poems up to 20 lines. Frances Woolery. \$3.50 per M., Acc.

**Girls' Companion**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000-2500; serials 2 to 6 chapters, 2500 each; illustrated occupation articles 150-1000; editorials 100-400. Good rates, Acc.

**Girl's Friend**, (Evangelical Bd. of Christian Ed.) 1724 Chouteau Ave., St. Louis, Mo. (W) Girls 9 to 15. Not in the market.

**Girls' World**, (Am. Baptist Pub. Society) 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials, 2500-word chapters; informative articles 200-800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 per M., Acc.

**Institute Leaflet**, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories 1200, serials, verse. Rev. D. B. Rogers.  $\frac{1}{2}$ c, payment quarterly.

**Jewels**, (United Church Publications) 299 Queen St. W., Toronto, Canada. (W) Material for small children.  $\frac{1}{2}$ c, Pub.

**Junior Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary, up to 600; short fillers, jokes, verse; news and feature photos. Mrs. Mary Pfau Fisher.  $\frac{1}{2}$ c to 1c, photos \$1 to \$3, Acc. (Slow.)

**Junior Joys**, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Market supplied at present. Miss Mabel Hanson.  $\frac{1}{2}$ c, Acc.

**Junior Life**, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Wholesome short-stories 1200-1500, shorter articles.  $\frac{1}{2}$ c, Acc.

**Junior Weekly**, (Methodist Book Concern) 420 Plum St., Cincinnati, Ohio. Children, 9 to 12. Not interested in contributions.

**Junior World**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Acc.

**Junior World**, (Am. Baptist Pub. Society) 1701 Chestnut St., Philadelphia (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 per M., Acc.

**Little Folks**, The, (Augustana Book Concern) Rock Island, Ill. (W) Children 5 to 8. Religious short-stories up to 450; verse; photos. Mrs. Edith Cling Palm, Hector, Minn.  $\frac{1}{2}$ c, Pub.

**Lutheran Boys and Girls**, (Lutheran Pub. House) 1228 Spruce St., Philadelphia (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

**Lutheran Young Folks**, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000-3500; serials 6-12 chapters. Fair rates, Acc.

**Mickey Mouse Magazine**, K. K. Pubs., Inc., 1270 6th Ave., New York. (M-10) Not in the market.

**Olive Leaf**, (Augustana Book Concern) Rock Island, Ill. (W) Boys and girls, 8 to 11. Religious, adventure short-stories 600; articles 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago.  $\frac{1}{2}$ c, Pub.

**Onward**, Box 117, Richmond, Va. (W-3) Presbyterian young people. Character building short-stories, serials, short articles, editorials. Miss Carabel Williams. \$3 to \$5 per M., Acc.

**Onward**, (United Church Publications) 229 Queen St. W., Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material. Archer Wallace.  $\frac{1}{2}$ c, Acc.

**Open Road for Boys**, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000-3500; serials up to 40,000; articles 1000-1500. Photos. Clayton H. Ernst.  $\frac{1}{2}$ c up, Pub. or Acc.

**Our Boys and Girls**, (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. Juniors, 9 to 11. Short-stories, articles, up to 2000; serials; verse, photos. Edith A. Loose. Low rates, Acc.

**Our Boys and Girls**, (Brethren Pub House) 16-24 S. State St., Elgin, Ill. (W) Boys and girls 9 to 12. Not in the market.

**Our Little Folks**, (United Brethren Pub. House) Dayton, O. (W) Children 4 to 9 years. Short-stories 300-600. J. W. Owen. Up to  $\frac{1}{2}$ c, Acc.

**Our Young People**, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Young people 13 to 20 and older. Not in the market.

**Parade of Youth News Service**, 1727 K. St., N. W., Washington, D. C. (W) Short-stories up to 1200, serials 2 to 5 parts 2000 each, boy or girl characters. News tips on outstanding boy or girl activities, accomplishments. J. Lacey Reynolds. \$10 up per story or installment, Pub.

**Picture Story Paper**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. Children 4 to 8. Not interested in contributions.

**Picture World**, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400-800, verse. \$5 per M., verse 50c stanza, Acc.

**Pioneer**, The, (Presbyterian Bd. of Christian Education) 420 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500-3000; serials 6 to 8 chapters 2500 each; illustrated articles 800-1000; non-preachy editorials; cartoons; verse. Park Hays Miller. \$5 per M., photos 50c, Acc.

**Portal**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (W-2) Girls 12 to 18. Not interested in contributions.

**Queens' Gardens**, (Presbyterian Bd. of Christian Education) 420 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500-3000; serials 6-8 chapters, 2500 each; illustrated articles; editorials, verse, cartoons. Park Hays Miller. \$5 M., Acc.

**Shining Light**, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W-3) Children 5 to 9. Moral, character-building, religious short-stories 300-800; nature, religious verse; photos of nature, children. Ida Byrd Rowe. \$3 per M., Pub.

**Sodalist**, The, (Franciscan Fathers) P. O. Box 8, Station V, Cincinnati, O. (M-5) Catholic young people 14 to 21. Biographical, scientific, historical articles, light romantic short-stories 1000-1500. Rev. H. Blocker, O.F.M.  $\frac{1}{2}$ c, Acc.

**St. Nicholas**, 420 Lexington Ave., New York. (M-25) Boys and girls 6 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse; travel, nature articles. Vertie A. Coyne. 1c up, verse 25c line, Pub. (Overstocked.)

**Stories for Primary Children**, (Presbyterian Bd. of Christian Ed.) 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Things to make and do. Park Hays Miller. Up to  $\frac{1}{2}$ c, verse 25c for 4 lines, Acc.

**Storyland**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300-1000; poems up to 20 lines; handicraft articles 300-500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Acc.

**Story Parade**, 70 5th Ave., New York. (M) Children 8 to 12. Juvenile short-stories, articles, plays up to 2500; poems, L. Parker. 1c, Pub.

**Storytime**, (Baptist Sunday School Bd.) 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400-700; articles and suggestions for playthings children can make 100-300; verse. Agnes Kennedy Holmes.  $\frac{1}{2}$ c, Acc.

**Story World**, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300-600; verse. Miles W. Smith. \$4.50 per M., Acc.

**Sunday Companion**, The, 261 Broadway, New York. (W) Catholic juvenile for parish schools. Fiction; current events, miscellany. M. A. Daily. Rates not stated.

**Sunday School Messenger**, Evangelical Church, 3rd and Reily Sts., Harrisburg, Pa. Young people, 12 to 17. Short-stories, serials. W. F. Peiffer. Low rates, Acc.

**Target**, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Alfred D. Moore. Not in market at present.

**Two to Teens**, 401 Berger Bldg., Pittsburgh, Pa. (Q-10) Juvenile short-stories 1000-1500, serials 5000, verse 36 lines. Mary S. Powell. 1c, poems 10c line, Pub.

**Watchword**, The, (United Brethren Pub. House) 240 W. 5th St., Dayton, O. (W) Young people. Short-stories 1500-3000; serials, miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

**Wee Wisdom**, (Unity School of Christianity) 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Optimistic, constructive short-stories 400-2500, serials 7500. 1c up, verse 25c line, Acc. (Overstocked.)

**What To Do**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 2-6 chapters 2500 each; short informational articles 300; inspirational verse; editorials 100. Good rates, Acc.

**Young America**, (Eton Pub. Corp.) 32 E. 57th St., New York. (W-5) Boys and girls up to 18. Fast-moving fiction 900-1000; serials 10,000-12,000; cartoons. Louis A. Langreich. Serials  $\frac{1}{2}$ c up, shorts \$7.50 flat, gag cartoons \$5, Pub.

**Young Canada**, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-02) Junior teen-age boys and girls. Short-stories 2000, short articles on invention, popular science, achievement, nature, foreign lands, etc., up to 500. N. A. MacEachern, M. A. \$3 to \$5 per M., Pub.

**Young Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pfau Fisher.  $\frac{1}{2}$ c to 1c, Acc.

**Young Crusader**, The, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane.  $\frac{1}{2}$ c, Acc. Verse, no payment.

**Young Dancer**, 49 W. 45th St., New York. (M-15) Articles, about famous dancers, past and present, for dance students 6 to 16, emphasis on glamour; short-stories up to 1500; short humorous verse; cartoons. Rosalie Livingston. 1c, Pub.

**Young Israel**, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200-2000; verse. Elsa Wehl. Under 1c, verse \$3 to \$5, Acc.

**Young People**, The, (Augustana Book Concern) Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates, payment quarterly.

**Young People's Friend**, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000-2500; serials 8 to 15 chapters; verse 3 to 5 stanzas. Ida Byrd Rowe. \$3 per M., Pub.

**Young People's Paper**, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200-800. \$4 to \$5 per M., Acc.

**Young People's Standard**, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Short-stories up to 1500, articles up to 1200; verse up to 20 lines, fillers. Sylvester T. Ludwig. \$2.50 per M. verse 25c for 4 lines, Acc.

**Young People's Weekly**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Ages 18 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; scientific, popular articles; editorials 100-400. Good rates, Acc.

**Young Soldier and Crusader**, The, (General Bd. of Religious Education) 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories up to 2400; verse. Rev. D. B. Rogers.  $\frac{1}{2}$ c, payment quarterly.

**Youth's Comrade**, The, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, also 800-1000, serials, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. \$2.50 per M., Acc.

**Youth's World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, 13 to 16. Short-stories 1000-2500; serials 4 to 8 chapters 2500 each; articles 500 to 900; character-building editorials up to 600; handicraft; fact items, photos. Miles W. Smith. \$4.50 per M., Acc.



# THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

The Frank A. Munsey Company, 280 Broadway, New York, announces plans for two new monthly magazines under the editorship of John F. Byrne, who writes: "One will use the same type of material that now appears in *Detective Fiction Weekly*—in other words, good detective—crime—mystery stories with no particular slant and no stated formula. The other can best be described by saying that it will be a monthly counterpart of *Argosy*, in which we will use a variety of high-class fiction. Our chief requirements for immediate purposes will be novelettes from 10,000 to 15,000 words, and short-stories of the usual lengths. In both magazines we will use somewhat longer lengths upon occasion, but these will be written upon assignment for the first six or eight issues." Munsey Company rates are 1 cent a word and up, on acceptance.

Douglas E. Lurton, formerly managing editor of *The Literary Digest* (now merged with *Review of Reviews* and entitled *The Digest*) writes: "Since leaving *The Literary Digest* I have been at work establishing the Kingsway Press, 6 Palmer Ave., Scarsdale, N. Y., and doing work preliminary to launching an original pocket-sized 128-page magazine in the fall. We have not announced title or format, and much of the work for the first issues is being done on direct assignment, but your readers may be interested in knowing that for one phase of the book we are purchasing brief articles of personal experience of courageous people in various walks of life—perhaps the intensely human-interest article of the widow left with eight children, who worked out her problem in an interesting way, courageously carried on; possibly a man's courageous change of vocation or business shift; perhaps a real experience in meeting some vital social problem; possibly the overworked drudge on a tenant farm can write a significant, revealing protest. We want sincere, finely written, specific pieces, dealing with almost any walk of life; articles that may inspire or be specifically helpful to others in meeting similar problems. Several of the best-known authors of the day have contributed articles, but there is room for others who can write material worthy of first-class rates. Ideal word lengths are from 1000 to 1500, but with some shorter material needed." It is understood that liberal rates will be paid on acceptance.

*Argosy*, 280 Broadway, New York, is now edited by Chandler Whipple, and *Detective Fiction Weekly*, also of the Munsey group at the same address, is edited by Charles Ingerman.

Modern Age Books, 155 E. 44th St., New York, is a publishing house designed to enter a new low-price, large-volume field. It will issue full-length books under three classifications. Blue Seal Books, Gold Seal Books, and Red Seal Books. The majority of these volumes will appear either in paper binding at 25 or 35 cents or cloth binding at 85 cents. The list will include fiction, critical and topical books, and juveniles. Books of social significance appear to be especially welcome, judging by its initial list. Payment is on royalty basis.

*Rural Progress*, 22 W. Monroe St., Chicago, is now under the editorship of Glenn Frank, recently president of the University of Wisconsin and prior to that editor of the former *Century Magazine*.

*True Magazine*, 1501 Broadway, New York, is a new magazine of the Country Press, allied with Fawcett Magazines. It is edited by Lionel White and asks for first and third-person fact detective stories, 1000 to 7000 words in length, playing up police officers, and with an official by-line if possible. They must be accompanied by pictures. Payment, 1½ to 2 cents a word, on acceptance, \$3 per picture.

*The Hobby Horse*, 255 W. 92nd St., New York, is a new theatrical publication to appear this fall. It is interested in purchasing motion-picture fan articles. Articles dealing with the legitimate theatre and little theatre are also desirable, states Barry Mulligan, editor. Preferred lengths are 1000 to 1500 words, although articles up to 2000 words will be considered. Payment is at from 1 to 2 cents per word, on acceptance, maximum per article, \$30.

*Gunsmoke Western*, *Western Short Stories*, *Modern Love Magazine*, *Detective Short-Stories*, and *Complete Sports*, are new magazines of the group under editorship of S. Charles Goodman, RKO Bldg., New York. The magazines of this group, principally carried under the banner of Western Fiction Publishing Co., are now designated as Red Circle Magazines. They include, in addition to the new periodicals above enumerated, *Complete Western Book*, *Western Novel and Short Stories*, *Western Fiction Monthly*, *Best Western*, *Two Gun Western*, *Star Sports*, *All Star Adventure Magazine*, *Quick Trigger Western Novels*, *Star Detective*, and *Best Love Magazine*. Low rates are paid, on acceptance. A considerable amount of reprint material is used.

*Action Packed Western*, 60 Hudson St., New York, is a new member of the Double-Action group, edited by Cliff Campbell. Western short-stories and novelettes are used, and rates are announced at from ½ to 1½ cents a word, on acceptance.

*Romantic Stories*, 1501 Broadway, New York, edited by Mary Lou Butler for Fawcett Publications, Inc., is anxious to work closely with authors who show promise, and even goes to the extreme of suggesting plot ideas. Quick decisions are offered and checks are made out twice a week, at rates from 1½ to 3 cents a word, on acceptance, for suitable confession stories.

Haig-Kostka Publications, Inc., 434 Main St., Stamford, Conn., are anxious to consider long mystery and detective stories of 35,000 words up, for publication as complete novels. This company now issues *Special Detective Magazine*, which combines fact and fiction material under one cover. William Kostka, editor, states: "In certain cases we will consider novels that have been previously published in book form, provided, of course, that the rate is low enough for the second rights. We will be glad, of course, to look over any detective novelettes and short-stories." Payment is announced on acceptance at 1 cent a word and up. Manuscripts may also be sent to Kable Bros. office, 1454 Graybar Bldg., New York.

*Canadian Magazine*, 345 Adelaide St., W., Toronto, Canada, buys timely photos, accompanied by adequate description, of the Canadian "cavalcade"—life, industry, science, outdoors, etc.—paying for them at \$5 each. They should be glossy prints, at least 4 by 5 inches.

*Scribner's Magazine*, 597 Fifth Ave., New York, calls attention to its offer of \$5 for each item used in its new filler series. Also to its offer of \$25 for an idea covering a new series (which should include two or three starting examples). Series already scheduled include "Grounds for Divorce," absurd and amusing charges accepted by the courts as divorce grounds; "Authentic Dialogue," unconsciously funny bits of dialogue from books, magazines, movies, plays, or radio programs; "The Snob Appeal," editorial statements showing definite snobbishness; "Change of Name," any amusing switch of names, by a person, magazine, movie, etc. The editors write: "The chief fault to be found with contributions so far is that they are not *Scribner* material. Fillers, like fiction, should be slanted for a magazine. So please study the tone of *Scribner's* and look over the fillers already published before submitting material. We cannot use items which have been previously reprinted in other magazines, and wherever possible the entire page of a newspaper or magazine containing the items should be sent. No material can be returned unless accompanied by a stamped and addressed envelope. Address Filler Editor."

*Minicam—The Miniature Camera Monthly*, 22 E. Twelfth St., Cincinnati, Ohio, is announced as a new monthly magazine using articles and photographs. James Rose, assistant managing editor, writes: "We are badly in need of articles and photographs. It is imperative that the author study the magazine (on the stands this month) to determine the appeal and the slant; otherwise it is a waste of time to submit. Outline in 100 words the idea you have for an article and whether or not you can supply the pictures. Do not send articles or pictures. If we like your idea we will order the article from you. Articles must solve problems that beset Minicam fans. Contributors must have a thorough knowledge of miniature camera work. We pay first-class rates on acceptance and good rates for all pictures used. Address James Rose, assistant managing editor."

*For Men Only*, 1501 Broadway, New York, is interested in "short, gusty fiction" and articles of male interest, in lengths from 2000 to 2500 words. Cartoons and cartoon ideas are considered. Fred J. Feldkamp, editor, pays liberal rates on acceptance.

Replying to numerous complaints of long-delayed reports on material, Louis H. Silberkleit, president of Winford Publications (the Double-Action group), 60 Hudson St., New York, writes: "Just as you published our statement (that manuscripts would be reported upon within two weeks) in good faith, so did we send you our letter of May last in good faith; but I cannot begin to explain to you the tremendous number of manuscripts that we received after this announcement appeared. It was practically impossible to read them all, even though we did put on two extra readers. To be honest with you, we haven't gotten up to date yet, but one thing I know you will like to hear, and that is that in my absence \$6200 was paid to authors who submitted manuscripts after reading our announcement in the May issue. Please tell your readers that we were so flooded with manuscripts that it was next to impossible to read and report on them intelligently within two weeks." Recently added magazines in this group are *Blue Ribbon Sports*, using short-stories and novelettes from 2000 to 15,000 words in length, and *Intimate Confessions*, using first-person confession material.

The You Publishing Company, Inc., 724 Fifth Ave., New York, announces a forthcoming magazine to be devoted to the pursuit of feminine beauty. Mrs. Eleanor Choate Hill is editor.

*Top Notch Magazine*, 79 7th Ave., New York, (Street & Smith) is now published bi-monthly.

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writes Myer Krulfeld, a young author whose work will be widely featured. "To quote another client of yours—you made me 'market-wise.' You've provided all the story and market experience I needed and didn't have. Without your help I wouldn't have a sale to my credit—because you determined what I could do best and made me do it. With you helping me, I know I'll keep on selling for a long, long time." (I made Mr. Krulfeld's first sale about a year ago. Since then he has developed into a featured writer for two important markets, and is now branching out into a third.)

Do you feel you can use the sort of help I have given Mr. Krulfeld? Then I suggest you do what he and my other selling writers have done: Tell me about yourself; let me select markets for you, revise as I tell you to. The more you tell me about yourself, the better will I know what markets you are suited for and how to help you reach them in the shortest possible time. Once I know what you can do best, I'll work with you from outline to finished manuscript—and when you're ready, I'll get assignments for you, as I do for many of the writers working with me.

After I make a couple of sales for you, I drop all fees. My sales commission is 10%. My rates for personal, detailed analysis, suggested revision, and experienced marketing of your manuscripts are: \$1 up to 4,000 words; 50c per thousand words thereafter. All books over 50,000 words, \$24; poems, 50c each. Resubmissions free—always. The thorough help I give you in outlining and revising might be called collaboration, but comes to you at my regular fees.

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5th and 6th Prizes: My help on 20,000 words (2 prizes, each worth \$20.00)	"	40.00
7th and 8th Prizes: My help on 10,000 words (2 prizes, each worth \$10.00)	"	20.00

TOTAL VALUE OF PRIZES FOR SEPTEMBER \$800.00

All you need do to enter is to submit a manuscript for my agency service at my regular terms of \$3.00 on manuscripts up to 2000 words and \$1.00 for each additional thousand words. **BOOKS:** 25-40,000 words, \$15.00; 41-60,000 words, \$20.00; 61-80,000 words, \$22.50; 81-100,000 words, \$25.00. For this you receive: (1) Immediate recommendation of salable manuscripts to actively buying editors. On American sales I charge 10% commission; on foreign sales, 15%. (2) If your scripts are unsalable, I will render an honest constructive criticism telling you exactly why, and will show you specifically how to revise and replot those which can be made salable.

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In our August issue we carried a market tip (passed on to us by an author's agent) outlining the requirements of Grand National Films, Inc., Rockefeller Center, New York. Although surprised that a film company should apparently be breaking the generally established rule of declining to read free-lance material, we were glad to publish the tip. It develops that the tip was intended only for authors' agents. Individuals who submit material receive a reply from Sam Shumer, story editor, stating that the company will be unable to consider their work, as the practice is to read only scripts handled by accredited agents.

*Atlantic Monthly*, 8 Arlington St., Boston, has enlarged its format and will use 30 per cent more editorial material, including three complete novels or biographies a year, to be published in monthly installments.

*The Home Friend and Illustrated Mechanics*, 1411 Wyandotte St., Kansas City, Mo., is now edited by Leona Johnston, who writes: "We are now in the market for general-interest articles, preferably with an illustration or two, to appeal to readers in small towns. They should be from 2000 to 3000 words in length. We pay on the tenth of the month following acceptance. Rates, 1/2 to 1/2 cent a word, 50 cents to \$2 for illustrations. We also use short-stories and poems, but are overstocked for the present."

*The Toronto Star Weekly*, Toronto, Ont., is regularly in the market for feature articles from 2000 to 3000 words in length. Harry Clarke, editorial department, states: "Our requirements call for human interest, colorful material, if possible linked up with some sort of news event. We are not interested in straight travel material, political material, or manuscript of a highly controversial nature. Articles should be accompanied by a good selection of photographs whenever possible. We also purchase condensation rights from long series of articles, and from current books." This publication pays about 3/4 cent a word up, on acceptance.

United Feature Syndicate, 220 E. 42nd St., New York, sends a call for first-run serials for newspaper syndication. Frances Rule, fiction editor, writes: "The required length is about 45,000 words, divided into 36 chapters of 1200 to 1300 words each. We are chiefly interested in love stories, but also consider adventure or mystery stories in which there is strong love interest. Rapid development of plot, with a good break at the end of each chapter, is essential. We pay a flat rate of \$150 for all serial rights."

*American Detective Cases* and *International Detective Cases*, of the Artvision Publishing Co., 551 Fifth Ave., New York, are now edited by Robert Borden, who succeeds Rose Bolson.



Recent confusion seems to have arisen in connection with the address of *Globe*. The business offices are in the Guardian Bldg., St. Paul, Minn., and the editorial offices are at 157½ W. Fifth St., same city. J. W. G. Dunn, Jr., editor, writes: "We are trying to develop a new type of writing called, from the French, 'reportage.' This means emotional reporting, the feelings and meaning of human life in colorful settings throughout the world. We are trying to get away from conventional 'travel writing.' We need the inside story of people and places in all parts of the world, and the United States has as much of this color as any land. We also need contact men to act as the translators and agents of foreign authors, journalists, and authorities, on various subjects. We need correspondents who are traveling abroad."

*Better Living* is announced by the Sonotone Corporation as a magazine to be published for hard-of-hearing persons. Its editorial policy will be to seek out and report on matters which make life fuller and more pleasurable. Enjoyment of life through the sense of hearing will be emphasized, but articles on subjects involving other senses are also wanted. Non-fiction of from 1500 to 2000 words, on music, entertainment in all its branches, recreation, hobbies, travel, dining as an art, inspiring personal experiences, etc., will be used. Articles should be in a light, popular style, full of facts, authoritative in tone. They should convey the sense of a zest for life. Writers are urged to outline ideas to the editor before submitting finished manuscripts, and to write for sample copy to familiarize themselves with its requirements. Payment of 2 cents a word is promised, on acceptance. The editor is Ted Swanson, Sonotone Corp., Elmsford, N.Y.

*The Little Chronicle*, Drawer 230, Oak Park, Ill., states that it offers a market for following types of material: Fast-moving short short-stories, about 800 words in length, with American heroes and background. How-to-do-and-make-things material. Departmental material of general interest. One original crossword puzzle a month. Articles on decorations, homes and gardens, none over 850 words. Self-explanatory action photos, for which payment is made at \$1 to \$3 each. For prose, payment is at \$3 to \$5 per contribution, payment on acceptance. Guy C. Crapple, managing editor, states: "We use no poetry, no juvenile material. We report within a month as we have sufficient material for the next few months."

*Screen & Radio Weekly*, a magazine edited and published by the Detroit Free Press, Detroit, Mich., and syndicated nationally, is interested in seeing short short-stories of from 1200 to 1500 words, preferably with screen or radio backgrounds. Stories may be humorous or serious and a romantic theme is favored, though not obligatory. Douglas D. Martin, who sends this note, does not state what rates will be paid.

*New Challenge*, 43 W. 66th St., New York, is a new literary quarterly issued by a group of Negro writers, which will carry stories, poems, plays, and articles of a realistic and social nature. Presumably no payment will be made.

*They Say*, 112 E. 19th St., New York, in future will emphasize true stories of persons whose sayings and doings are amusing, exciting, and helpful. "In brief," writes Herbert Hungerford, editor, "we will more definitely emphasize the *They* part of the title. We shall continue to give expression to the ideas of what people are saying and doing, but want to incarnate each idea and present it in a dramatic way."

*The Lone Ranger*, 125 E. 46th St., New York, is buying all material except fillers up to 500 words only on assignment, writes Samuel Bierman, editor.

*Collegiate Digest*, formerly at Madison, Wis., should now be addressed at 420 Sexton Bldg., Minneapolis, Minn.

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THE WRITER'S MONTHLY, Dept. AJ,  
Springfield, Mass.

*Detective Reporter*, 205 E. 42nd St., New York, issued by Publishers Holding Corporation, has appeared on the stands. No report has been received on its requirements or rates, though the type of material used can be judged from the title.

Press Features, 140 W. 42nd St., New York, Leonard H. Engel, manager, writes that it has more than enough fiction manuscripts for current needs and will suspend the fiction department when the present supply is exhausted.

*Parade of Youth*, 1727 K St., N.W., Washington, D. C., would like to see one or two-installment animal stories (not over 2000 words per installment) in which the animal thinks and reasons as a human character. Dog stories preferred. No bed-time stories wanted. Aim at readers of senior high school age. J. Lacey Reynolds sends this note and adds: "I would like to comment briefly on our difficulty in obtaining good boy and girl fiction. There seems to be too little concern for the fundamentals of writing and story-telling which make a yarn acceptable no matter whether juvenile or adult. *Parade of Youth*, a complete newspaper for boys and girls appearing as a supplement to daily newspapers the country over, is in the market for good sports stories, girls' stories, and adventure and mystery stories without the usual haunted house or gold angle (unless unique or exceptionally well done). Our rates are flexible, starting at the basic figure of \$10 for a short-story or serial installment, and extending up to more substantial money if the story warrants it." Payment is on publication.

*Gadgets*, 99 Hudson St., New York, is a new pocket-size magazine launched by Hugo Gernsback. It is aimed at the general reader, and deals with novelty devices. Rates and methods of payment are not at hand. In past experience, however, Gernsback magazines have paid low rates and have been unsatisfactory in their business dealings with writers.

*Voyager*, 5 Beekman St., New York, is reported by a contributor to have failed to pay for an article used in its December, 1936, issue, and to ignore all correspondence. The same contributor states that it has failed to return a story held over a year.



## PRIZE CONTESTS

*The American Magazine*, 250 Park Ave., New York, offers a prize of \$1000 for first American and Canadian serial rights for the best short-story of not more than 4500 words written around a picture published in its September issue. Manuscripts must reach the editors by midnight, November 15, 1937.

The Julia Ellsworth Ford Foundation, established in 1934 by Mrs. Ford to encourage better books for young persons, has moved its headquarters from Los Angeles to New York and will issue its prize-winning books under the imprint of Henry Holt & Co. The books have previously been issued by Suttonhouse Publishers, Los Angeles. The Foundation offers annual prizes for best juvenile books. In the 1937 contest, recently closed, the first prize of \$2000 was awarded to Benson Wheeler and Claire Lee Purdy of Tujunga, Calif., for a manuscript entitled, "My Brother Was Mozart." Second prize of \$1000 went to James Hull of Stockton, Calif., for "The Stage-Struck Seal." More than 1400 manuscripts were submitted. The 1938 contest will be announced soon. Headquarters of the Foundation are with Henry Holt & Co., 257 Fourth Ave., New York.

*Bridge World*, 30 Rockefeller Plaza, New York, is offering a total of \$500 in prizes for solutions to dummy problems published in the issues from July to December, inclusive.

Dodd, Mead & Company, Publishers, 449 Fourth Ave., New York, announce a new mystery-detective story competition for a novel to be published under their Red Badge imprint. Last year's contest was won by Clifford Knight, with "The Scarlet Crab." For the mystery-detective novel manuscript which in the opinion of the judges is most suitable for publication, an award of \$1000 will be paid, as an advance on royalties. (10 per cent of published price on all copies sold in the United States up to 10,000, and 15 per cent thereafter, with customary modifications as to foreign editions, cheap editions, exports, etc. On sale of other rights, Dodd, Mead & Company will retain 25 to 50 per cent of net receipts.) The competition is open to any author who has not previously issued a book under the Red Badge imprint. Contestants must obtain a special form of agreement, which is to be signed and submitted with manuscript. Write for same to Dodd, Mead & Company, 449 Fourth Ave., New York. Closing date, December 31, 1937.

The second annual Theodore Roosevelt Memorial Award has been announced by Doubleday, Doran & Co., Garden City, N. Y. For the best non-fiction book dealing with a political, economic, or social phase of contemporary American life or of America's foreign relations, a prize of \$2500 in addition to book royalties will be awarded. Manuscripts should be not less than 65,000 words and preferably not more than 120,000 words in length. They must be accompanied by author's address and real name, with return postage, and should be addressed to Theodore Roosevelt Memorial Award Committee, Garden City, Long Island, New York. The closing date is January 6, 1938, the anniversary of Theodore Roosevelt's death. A detailed folder, containing further suggestions and information, may be obtained by writing to the committee. (Enclose postage for reply.) The 1937 award was made to Dean Alfange, a New York attorney, for his book, "The Supreme Court and the National Will."

*Bachelor*, 515 Madison Ave., New York, offers a first prize of \$50; second, \$25; third, \$15; fourth, \$10, for best letters from male readers on "Why I would not marry." Letters must not exceed 500 words. Contest closes at midnight, September 30, 1937. All letters become the property of *Bachelor Magazine*.

*Railroad Magazine*, 280 Broadway, New York, is paying \$2 apiece for acceptable explanations to a "What Was It?" story published in its October issue. Also \$2 apiece for brief letters dealing with authentic "ghost" incidents with railroad setting. All must be received before September 30, 1937.

The American Humane Education Society, 180 Longwood Avenue, Boston, announces the results of its essay contest on arguments for and against the zoo. The winner, presenting arguments for the zoo, is Mrs. Maynard Shipley (Miriam Allen deFord) of San Francisco. Mina M. Titus of Madison, Maine, receives the prize for arguments against the zoo.

Wilmer S. Shepherd, Jr., 6230 N. Fourth St., Philadelphia, announces a contest in which a \$100 first prize will be paid for an "Ad-Gem"—a striking phrase or sentence found in advertising copy. Give the ad-gem and product it advertises, thus: "Beauty is more than dial deep—Hamilton Watches." One hundred additional prizes consisting of copies of "The Magic Lantern" will be awarded. Closing date, October 30, 1937. Write each ad-gem on a postal card; send as many as desired.

The Harper novel prize for 1937-38 has been awarded to Frederic Prokosch for his novel, "The Seven Who Fled."

The Newbery Medal for the most distinguished juvenile book by a citizen or resident of the United States has been awarded this year to Ruth Sawyer for "Roller Skates," published by the Viking Press.

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## TRADE JOURNAL DEPARTMENT

Edited by **JOHN T. BARTLETT**

▼▼▼

*Grocers' Association News*, 527½ W. Broad St., Columbus, Ohio, is purchasing no editorial material at this time, according to word from J. Robert Nichols, editor.

*Better Letters in Business*, Chicago, has moved from 20 N. Wacker Drive to 4416-18 Elston Ave. Frank C. Petrine, editor, pays good rates for articles on outstanding letters used by large business concerns, to increase business, effect collections, make adjustments, etc.

*National Jeweler* is now located at 531 S. La Salle St., Chicago, having moved from 536 S. Clark St. A small amount of merchandising material is being purchased at this time by Francis R. Bentley, editor.

*Electrical South*, 1020 Grant Bldg., Atlanta, has initiated an appliance service department which will carry short items relating to service problems. From time to time a story of feature length will be used, describing the arrangement and facilities of outstanding appliance service departments. Rates are approximately 1 cent a word, with additional for photos, sketches, etc. Carl W. Evans is editor.

*Druggists Circular*, 12 Gold St., New York, Robert W. Rodman, managing editor, reports that at the present time most of its editorial contents are staff-written or prepared at special request on a specific subject. "For several months there will probably be no space in our columns for voluntary contributions."

*International Blue Printer* has moved from 431 S. Dearborn St. to 506 S. Wabash Ave., Chicago. This publication uses illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, for which 1 cent a word is paid on publication. Editor is Glen Edwards.

*Telegraph Delivery Spirit*, H. W. Hellman Bldg., Los Angeles, is now being edited by Kenneth W. Heck. Short-short fiction is being used, as well as news and feature articles pertaining to T. D. S. florists. Payment of ½ cent a word is made promptly after publication.

*Automobile Digest*, 22 E. 12th St., Cincinnati, uses methods and management articles of interest to service garage men; also news from this field, according to J. A. Ahlers, editor.

*Trailer Travel Magazine*, 35 W. Wacker Dr., Chicago, edited by Karl Hale Dixon, reports an overstocked condition at this time.

*Products Finishing*, 704 Race Street, Cincinnati, Ohio, pays promptly upon publication for articles describing methods of buffing, polishing, painting, manufacturing articles of wood or metal.

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**Health Foods Retailing**, 333 N. Michigan Ave., Chicago, reports: "We are keeping a file of all editorial material submitted to the former publishers in San Francisco. It is our plan to use it where space permits . . . and pay for it upon publication." In case a contributor would prefer to have his manuscript returned, the editor will gladly return it upon receipt of request.

**Wessells Research Bureau**, 5225 Wilshire Blvd., Los Angeles, publishes a house organ entitled, *Commercial Refrigeration With Ice*, which is distributed nationally to users of Commercial Refrigeration Equipment. Stratford Wright reports that they are in the market for short articles of from 300 to 1000 words covering new installations of commercial ice equipment, or unusual installations. Every article must be well illustrated. Payment is \$3 each for photographs, 1 cent a word for material used.

**Excavating Engineer**, South Milwaukee, Wis., pays promptly on publication for detailed descriptions of excavation jobs on which Bucyrus-Monaghan or Bucyrus-Erie equipment is used. Field notes (construction kinks) are paid for on acceptance. The editor likes photos.

**Western Machinery & Steel World**, 500 Sansome Street, San Francisco, is still out of the market, according to Frank A. Stanley, editor.

**Meat Merchandising**, 105 S. Ninth St., St. Louis, announces that it now pays on acceptance.

**Modern Mechanix**, 1501 Broadway, New York, reports an overload of "kinks."

**Popular Science Monthly**, 353 Fourth Avenue, New York, reports overstock of welding articles.

**Mechanics & Handicraft**, 22 W. 48th Street, New York, has held a number of kinks over a period up to two years, reports a contributor. During that period, however, it used four kinks and one feature, paying promptly.

**Millinery Trade Review**, 15 E. 40th Street, New York, held an illustrated article for a year, ignoring several inquiries, before finally returning it, reports a contributor.

**Western Trailer Trails**, San Francisco, has been suspended.

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"As a 'ten-per-center,' I am duly grateful for anything that helps the beginners to break into print, enables the seasoned professionals to get away from the same old yarn they have been swinging for the past five years—and increases the flow of commissions. PLOTKEY seems to be it." *James E. Smith, Author's Representative, Forest Hills, New York.*

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